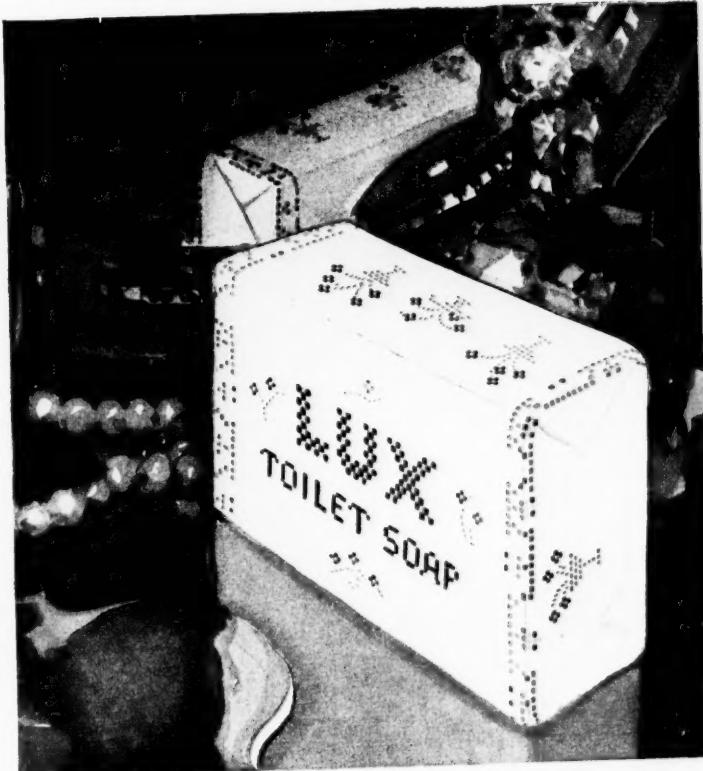


MODERN PACKAGING



Vol. 2, No. 8

New York

April, 1929



Courtesy Karl Voss Corp.

BEAUTY AND CHARACTER

BEAUTY and character in a container as in a human being is a reflection of what's under the surface.

The exquisite perfume container portrayed is produced from *ROYAL SATIN BOARD* and will always retain its form and neatness.

If you want containers which will stand the abuse of time with undiminished form and beauty, *play safe* and specify—

ROYAL SATIN BOARD

THE BUTTERFIELD-BARRY COMPANY
Sole Producers

OLDEST ESTABLISHED PAPER BOARD DISTRIBUTORS IN AMERICA

174 HUDSON STREET

NEW YORK

April, 1929

PROPER PACKAGING PAYS

TO keep your product in the spotlight of public preference—it is necessary that it retain its high standard of quality from the time it leaves your plant until it reaches the ultimate consumer.

Your greatest assurance of its safe arrival lies in its proper packaging. Whether your product be one with an aroma or flavor to be maintained or guarded against foreign odors and tastes—or is wet, damp, dry or greasy—we have a protective paper for it.

Let our thoroughly equipped laboratory aid you in the selection of a suitable protective paper.

**KALAMAZOO VEGETABLE
PARCHMENT CO.
KALAMAZOO, MICHIGAN**

Y
ORK

MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 2

APRIL, 1929

No. 8

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THE front cover illustration for this issue was furnished through the courtesy of Lever Brothers Company of Cambridge, Mass. The Lux Toilet Soap package occupies a high place among the examples of outstanding design for this type of merchandise.

ATTENTION of readers is called to the list of questions on page 62. A reply to these will assist the editors in the selection and preparation of future articles.

IN the May issue, Gustav B. Jensen, one of the foremost designers, will outline his ideas on modern package planning.

BRESKIN & CHARLTON
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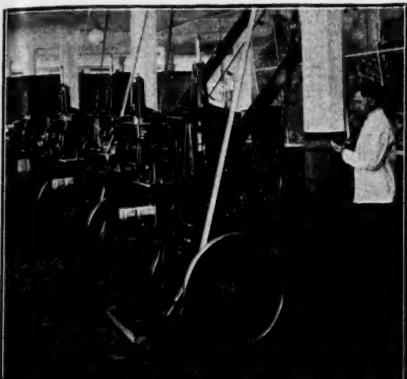
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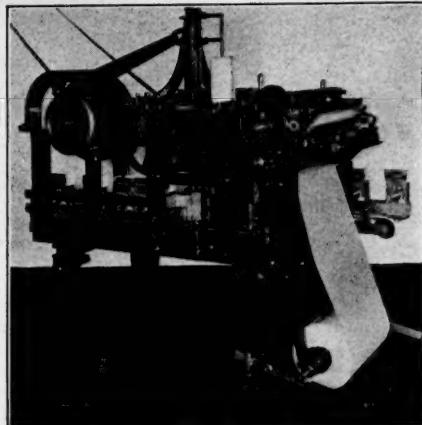
Ideal All-Paper Packages for Your Product

can be efficiently and economically produced
by some combination of these "National" units.

(“Stickney’s” Spices)

CARTON FORMER

Automatically
feeds and sets
up flat sheets.



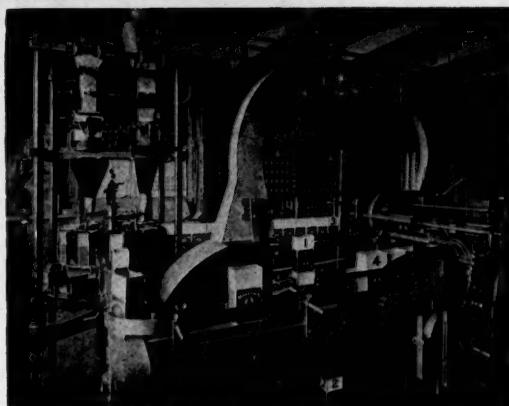
LINING-BAG MAKER

Glues up and inserts
glassine or parchment
cut from the roll.

(“Fisher’s” Coffees)

COMBINED SEALER

Bottom and top seals
standard knock-down
cartons.



(“Finast” Teas)

WAX WRAPPER

Hermetically
(heat) seals
waxed paper.

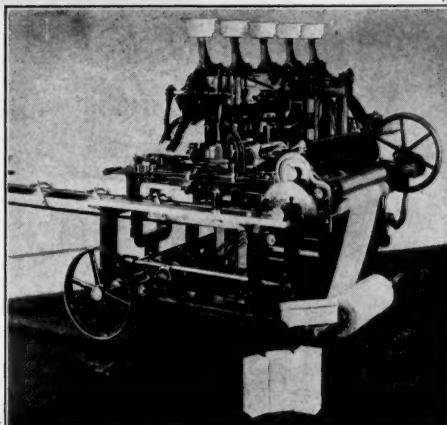
(“Edgemont”
Crackers)

We also manufacture a most complete line of
NET AND GROSS WEIGHERS, PACKERS AND FILLERS
for Bags, Bottles, Cans, Cartons, Pouches, etc.

NATIONAL PACKAGING MACHINERY CO.

Manufacturers

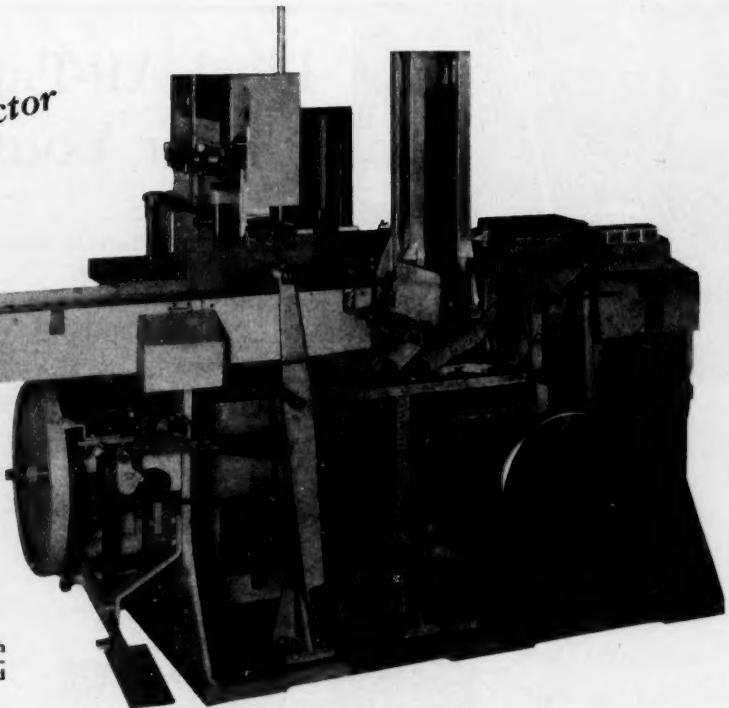
477 WATERTOWN STREET, NEWTONVILLE,
BOSTON, MASS.



Does
Your Product
Require a
Corrugated Protector
?



Type 12 Cartoning Machine with mechanism for folding and inserting circular and corrugated protector.



for the **Very Finest** in
Cartoning (and Other Packaging) Machines

REDINGTON

Because they are *"Engineered to the Highest Standards"*

Versatile! They are easily adapted to

1. Straight or reverse tuck end cartons.
2. Glued end cartons.
3. Folding and inserting circular with inserting product before cartoning.
4. Wrapping product before cartoning.
5. Inserting corrugated protector.
6. The very largest or the very smallest carton.

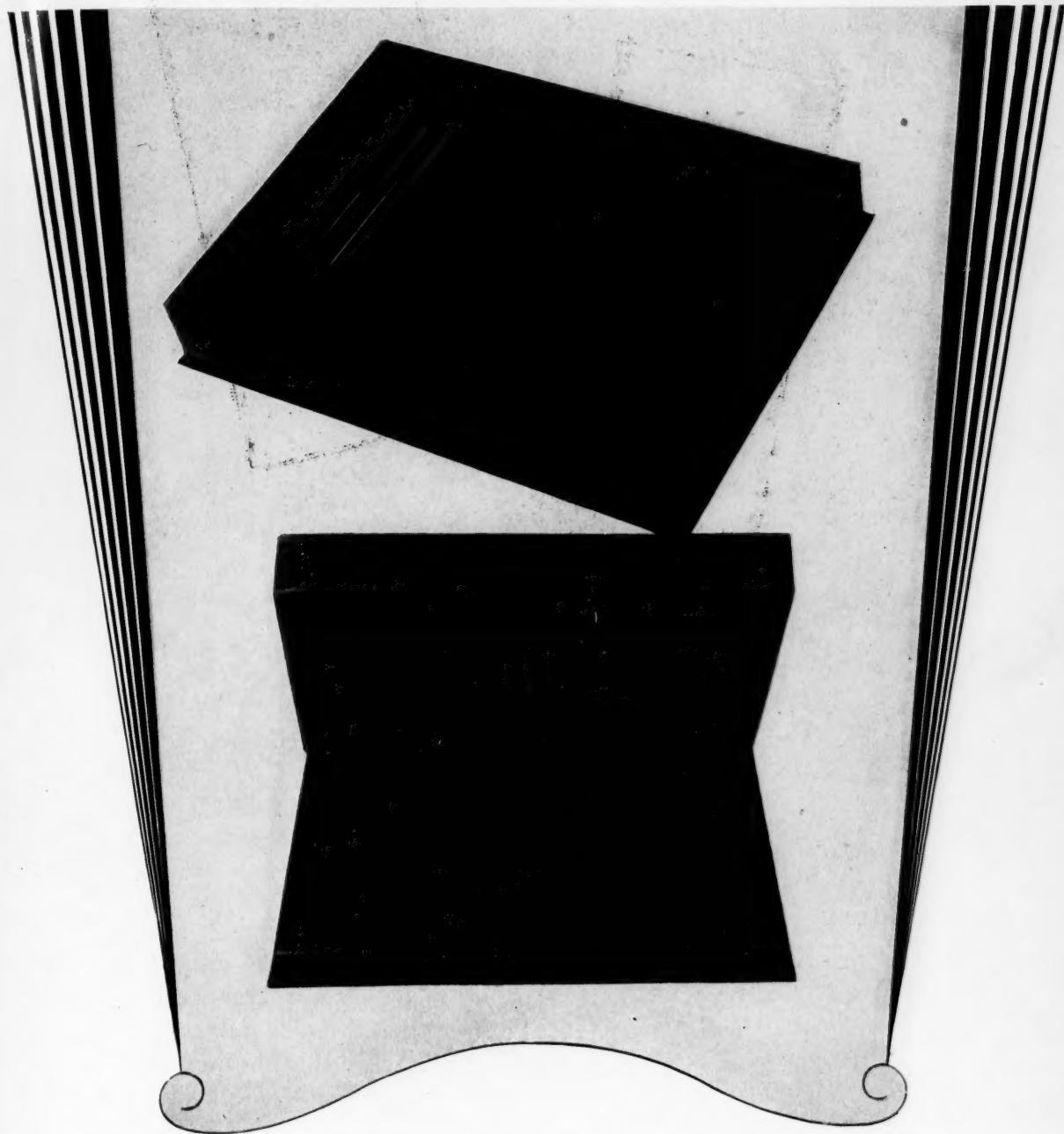
BECAUSE they are built to meet the hardest problems of packaging; because our ideal is that every Redington Machine shall be an improvement over its predecessor; because more time and money is spent in construction directed by men of training, mature judgment and years of experience; because we have pioneered in packaging machinery since 1897; and, finally, because in actual use they have given greater production and more efficient service than was ever thought possible heretofore.



for Cartoning—Packaging—Labeling—Wrapping

F. B. REDINGTON CO. (Est. 1897), 110-112 South Sangamon St., Chicago, U. S. A.

DISTINCTION WITH A DIFFERENCE



THE sales value of any merchandise is in direct proportion to the presentation you give it. Displayed in its proper setting, its character and distinction becomes apparent. When launch-

F·N·BURT COMPANY·Ltd.
BUFFALO·N.Y.

Manufacturers of Fine Set-Up Paper Boxes

ing your products look to BURT for containers that will give them distinction—with the BURT difference—recognizable anywhere by their design, appearance and make-up.

BURT DESIGNS and CREATIONS



PACKAGE designs in modern art require exceptional skill in their creation. Effectively done, the results are distinctly successful in producing pleasing, vivid and lasting impressions. BURT invites your inquiries.

Atmosphere

TRY this new way—the Burt way—that Burt has reduced to a formula — a refreshing design, new colors — plus the artistry of Burt produced containers and you have achieved "atmosphere" for your products.

F·N·BURT COMPANY·Ltd.
BUFFALO·N.Y.

Manufacturers of Fine Set-Up Paper Boxes

BURT DESIGNS AND CREATIONS

Prepared and printed by
Service Department,
"Modern Packaging"

Sticky Stuff

REG. U. S. PAT. OFF.

Laureus Arabol Adhesives

What Kind of Glue Is Best?

You don't have to accept our claims or the claims of any other adhesive manufacturer. Here is an easy way to get expert opinion.

Ask almost any manufacturer of machines for labeling, wrapping or sealing packages.

Most of them will tell you that ARABOL adhesives will produce best results with their equipment. They have all made exhaustive tests with various glues and gums. When they recommend ARABOL products you can rest assured they know what they're talking about.

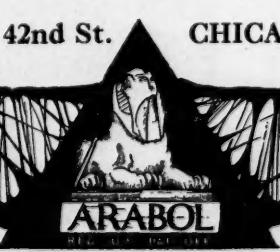
Whether your packaging is done by hand or machine, in cartons or bags, tin or glass, boxes or shipping cases, this organization can supply you with the **RIGHT KIND** of glue for your work, and save you money.

Arabol adhesives are recommended by machine manufacturers such as the PNEUMATIC SCALE CORP., the ECONOMIC MACHINERY CO., the PACKAGE MACHINERY CO., the TRIANGLE PACKAGE MACHINERY CO., the O. & J. MACHINE CO., the HOEPNER AUTOMATIC MACHINERY CO., and most other makers of labeling, wrapping and sealing equipment.

The Arabol Manufacturing Co.

*Largest Manufacturers in the World
of Adhesives for All Purposes*

NEW YORK: 110 E. 42nd St. CHICAGO: (Cicero) ILL.



ARABOL



"We are extremely well pleased"

writes Marcus N. Kieffer,
Vice President of Gude Brothers, Kieffer Co.

Regardless of what manufacturers may claim for the equipment they make, the real convincing statements come only from those who use it.

P. H. KIEFFER, PRESIDENT
M. N. KIEFFER, VICE-PRESIDENT



ESTABLISHED 1891
INCORPORATED 1904

AMERICAN EXCHANGE-SAVINGS TRUST CO.
THE STATE OF NEW YORK
ALL COMMERCIAL AGENTS

CABLE ADDRESS "GUDEBUTTER" W. U. TEL. BENTLEY 2-0068

19-21 Jay Street, New York.

January 22, 1929.

The Automat Molding & Folding Co.,
16-18-20 Broadway,
Toledo, Ohio.

Gentlemen:

For over two years, we have been operating a four-in-one automatic wrapping and cartoning machine.

We are extremely pleased with the results of this machine, not only by the saving in labor, but in the extremely neat appearance of the package that it produces.

Very truly yours,

M. N. Kieffer

VICE-PRESIDENT.

MRE:RW.

P. G. KIEFFER, SECRETARY
F. E. SCHNEIDER, TREASURER



TELEPHONES
WALKER 1-1234

An Automat Print Room

Lower photograph shows the Automat installation in the print room of the Gude Brothers, Kieffer Co. The Automat No. 5 printer is shown to the extreme left. Model F Automat Wrapping and Cartoning machine is shown in the foreground.



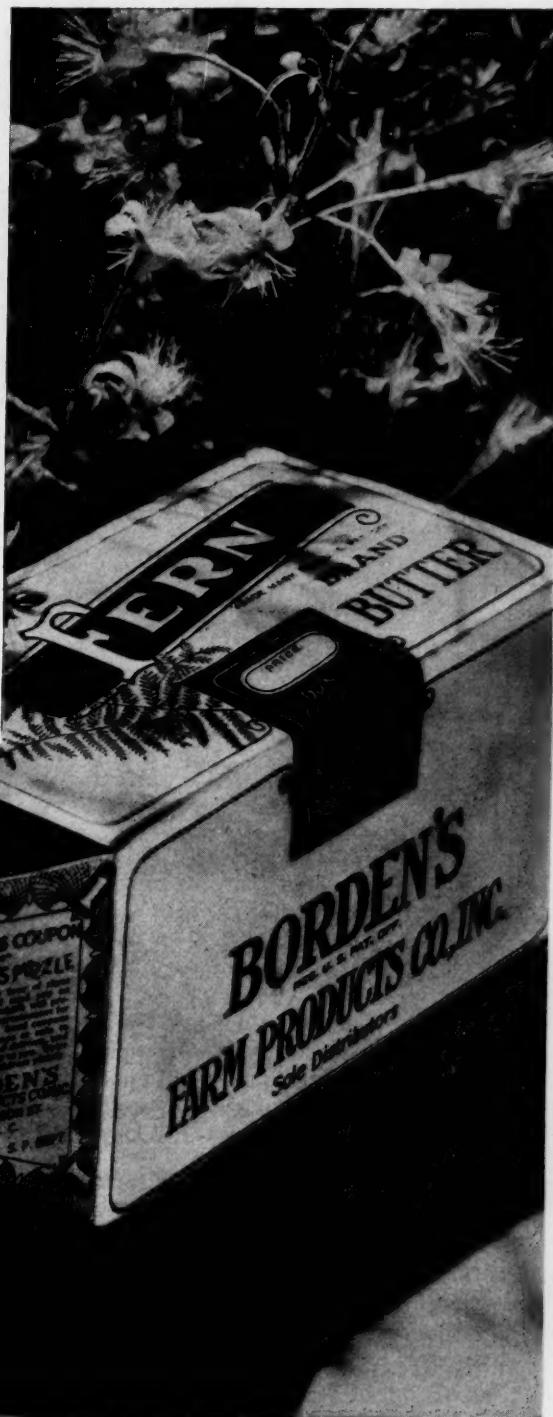
The services of our engineers are available to you without charge or obligation in solving your print room production and cost problems. Call on us for consultation at any time.

THE AUTOMAT MOLDING & FOLDING CO.
TOLEDO, OHIO

AUTOMAT
PRINTING WRAPPING & CARTONING EQUIPMENT

*Most of the
better brands
of moist foods
are wrapped in*

- ＼ Paterson
- ＼ Genuine
- ＼ Vegetable
- ＼ Parchment



{ Discover for yourself the remarkable qualities of Paterson Genuine Vegetable Parchment. Send for sample sheets and give them the "water-test" }

The Paterson Parchment Paper Company
Original Makers of Genuine Vegetable Parchment
PASSAIC, NEW JERSEY

Chicago

San Francisco



"Can you wrap a neat bundle?"

ONLY a few years ago a clerk's value to a shop-keeper was, to a large extent, dependent on his speed and ability to do up a neat package.

Then the manufacturer sold his goods in bulk and the retailer did his packaging for him—with a scoop and a brown paper bag.

The old order has changed. Today the manufacturer's success as a merchandiser depends a great deal on his ability to do up a neat, quick package. Machinery has made it possible for him to protect his product with a package that keeps it fresh and clean. Machinery has made it possible for him to give his product a name—an identity that gives him the opportunity to increase his sales through advertising.

Pneumatic Scale Corporation has played a pioneering part in

the evolution of product merchandising from the bulk to the package. It has led the way steadily from the earliest efforts of this kind to the stage where its perfected machines operate without the aid of a single human hand, many times human speed, and with better than human skill.

The small manufacturer turning out a few hundred units a day—and the large manufacturer turning out thousands—the Pneumatic System can serve both equally well. The machines in this system are made on a basis of unit design, so

that from an humble start of one machine the manufacturer can add on correlated machines, all running in conjunction with each other until, with the complete system he can fill, weigh, line, seal, and label his packages at any speed to meet his needs.

Special Production Machines, Inc. is a division of the Pneumatic Scale Corporation, Ltd., whose function is to design and build machines to perform operations that are still being done by hand, because no machines have ever before been built to do them automatically. Its work also includes speeding up existing machinery and re-designing semi-automatic machinery to make it fully automatic.

Descriptive literature will gladly be sent on request to executives who would like to know more about the PNEUMATIC SCALE CORPORATION and the type of concerns it is serving

The Pneumatic Scale System of **PACKAGING MACHINERY**



..... for every packaging purpose · dry or liquids

PNEUMATIC SCALE CORPORATION LTD. NORFOLK DOWNS, MASS.

ging



Invitations.. to buy

Do your packages enhance the value of your confections—does their beauty invite sales? Will the candy itself be kept deliciously fresh? If it's packed in Canco containers you can answer "Yes" without the slightest hesitation. Thus, and in countless other ways, Canco decorated metal packages profit their users handsomely.

AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE

METAL SIGNS AND

New York
Chicago
San Francisco



DISPLAY FIXTURES

Sales offices
in all
principal cities



No need to dwell on the need for beauty—in candy boxes designed for smart women. Nor much need to tell you of Canco's tested ability to create that beauty in quality metal packages. What—except the packages themselves—could speak more eloquently of what Canco offers than this color reproduction?

AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE

METAL SIGNS AND

New York
Chicago
San Francisco



DISPLAY FIXTURES

Sales offices
in all
principal cities



Romance—glamor—orchids—countless pictures conjured up in the mind's eye—your package should convey it *instantly*.

PINCO PAPERS will help you create the mental stimulus that precedes the sales of your package.

PINCO PAPERS

INCORPORATED

NINTH, BAILEY AND ERIE STS.
CAMDEN, New Jersey

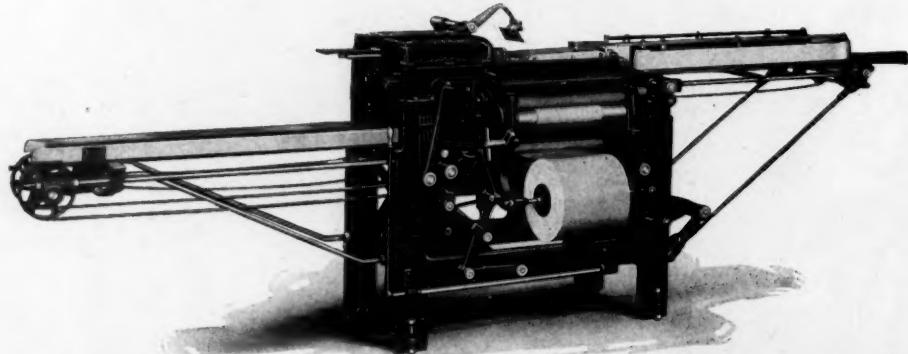
NEW YORK OFFICE

Room 710—225 Fifth Ave.

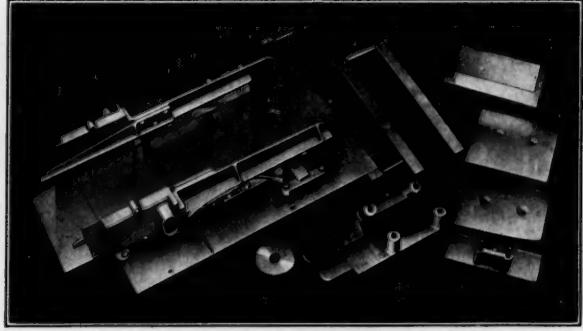
CHICAGO OFFICE

1566 Conway Bldg.

DIFFERENT SIZES—BUT ALL WRAPPED ON ONE (CONVERTIBLE TYPE) MACHINE



A highly efficient wax wrapping unit, operating entirely without cams, and noiseless in operation.



View of complete equipment change, necessary to change package sizes. Time of change, 5 to 10 minutes.

Capable of handling many sizes, or one size, with equal efficiency at speeds of 60 to 80 per minute. Under special construction speeds to 125 per minute are developed.

Model 33 can be handled in any packaging line with automatic hook-up. Each package regardless of position upon entering the machine is automatically

timed to synchronize with the machine's operation.

Continuous steady operation for the machine—changing from size to size as production warrants. (The machine can be changed from size to size in five minutes' time. It is not a matter of adjustability, simply a definite exchange in equipment, exactly built for the package to be wrapped.)

Perhaps in your plant the daily total of packages, hand wrapped, warrants the installation of an automatic machine (possibly a group of your odd sizes), but this total may be the combination of two or three, sometimes more, sizes.

Separately they do not warrant individual wrapping machines for each size, but in combination you could make a large saving over hand wrapping.

If so, we have an interesting message for you.

For Particulars

Mail sizes or sample packages with brief description

TO

BATTLE CREEK WRAPPING MACHINE COMPANY

Manufacturers of Automatic Wrapping Machinery

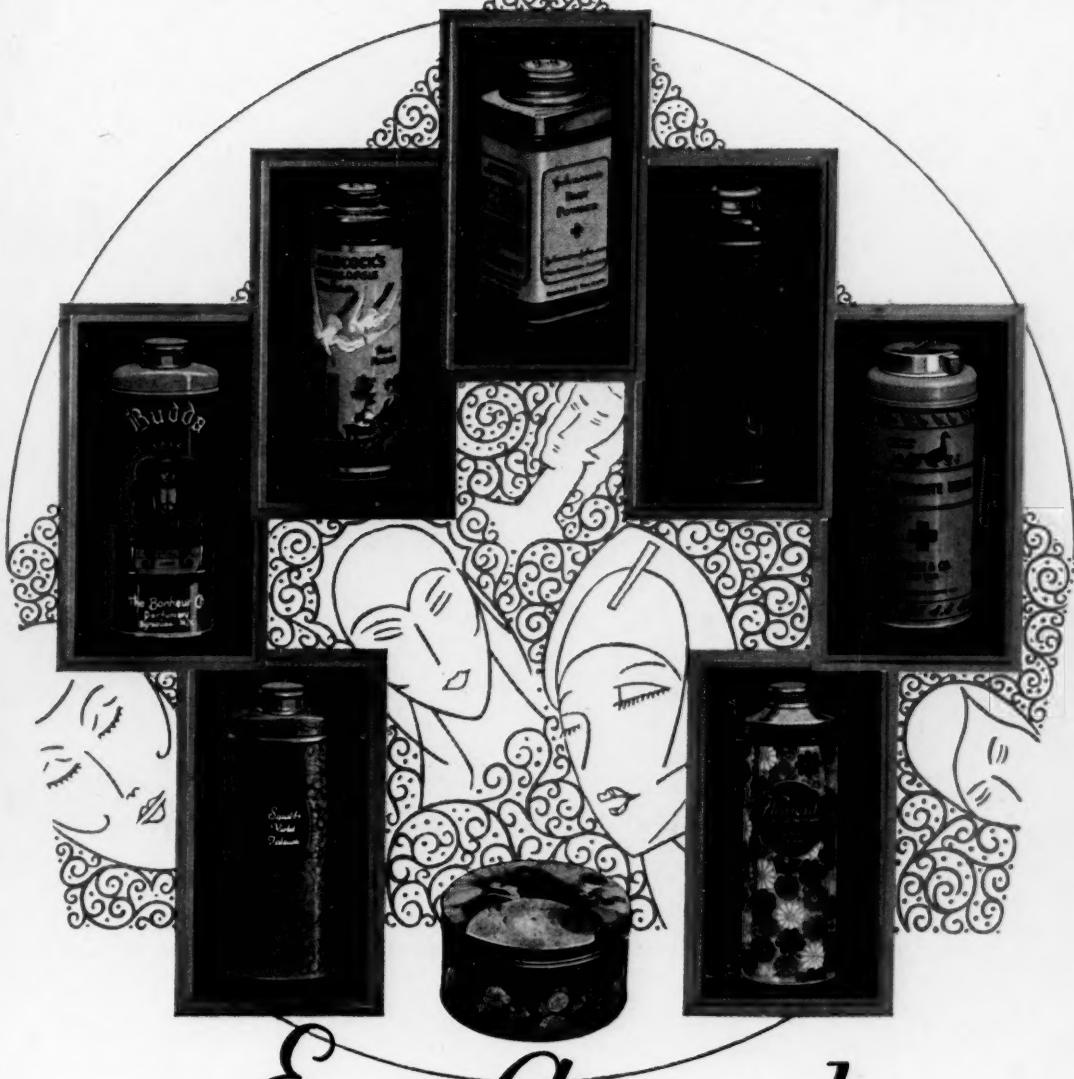
BATTLE CREEK, MICHIGAN

London Office: C. S. duMont, Windsor House, Victoria St., Westminister, S.W.1.

See our Data
in the
PACKAGING CATALOG

kaging

CONTINENTAL CANS  SELL GOODS



Eye Appeal

THE impression that your container creates at "point of sale" is vital. It is sound economy to incur expense for that kind of a package, the outside appearance of which reflects the quality inside. Among those who have learned that attractive and convenient packaging pays well in increased sales "Containers by Continental" have played a most important part.

CONTAINERS BY CONTINENTAL



BEHIND THE CONTINENTAL CANS YOU BUY IS A COMPANY WITH TREMENDOUS RESOURCES FOR SERVICE

Continental Cans are definite and dependable factors in the distribution of thousands of products the world over.

Millions of homes look to thousands of manufacturers for products of every description protected by the tin can. These manufacturers in turn look to Continental as their never failing source of supply for quality cans.

Behind Continental Cans are 28 plants advantageously located from coast to coast—20 Sales

Offices in principal cities—hundreds of experienced representatives—Research and Development Laboratories constantly making improvements in cans, in the preserving of foods and rendering service.

An efficient organization of men trained thru life-long experience to produce the utmost in quality and service are anxious to give your packaging problems the personal interest and attention they deserve.

CONTINENTAL CAN COMPANY, INC.

COAST TO COAST

Executive Offices: NEW YORK: 100 East 42nd Street CHICAGO: 111 West Washington Street

CHICAGO
CINCINNATI
WHEELING
ROANOKE

BALTIMORE
DETROIT
NEW ORLEANS
CANONSBURG

JERSEY CITY
LOS ANGELES
CLEARING
BEDFORD

SAN FRANCISCO
SYRACUSE
SEATTLE
SAN JOSE

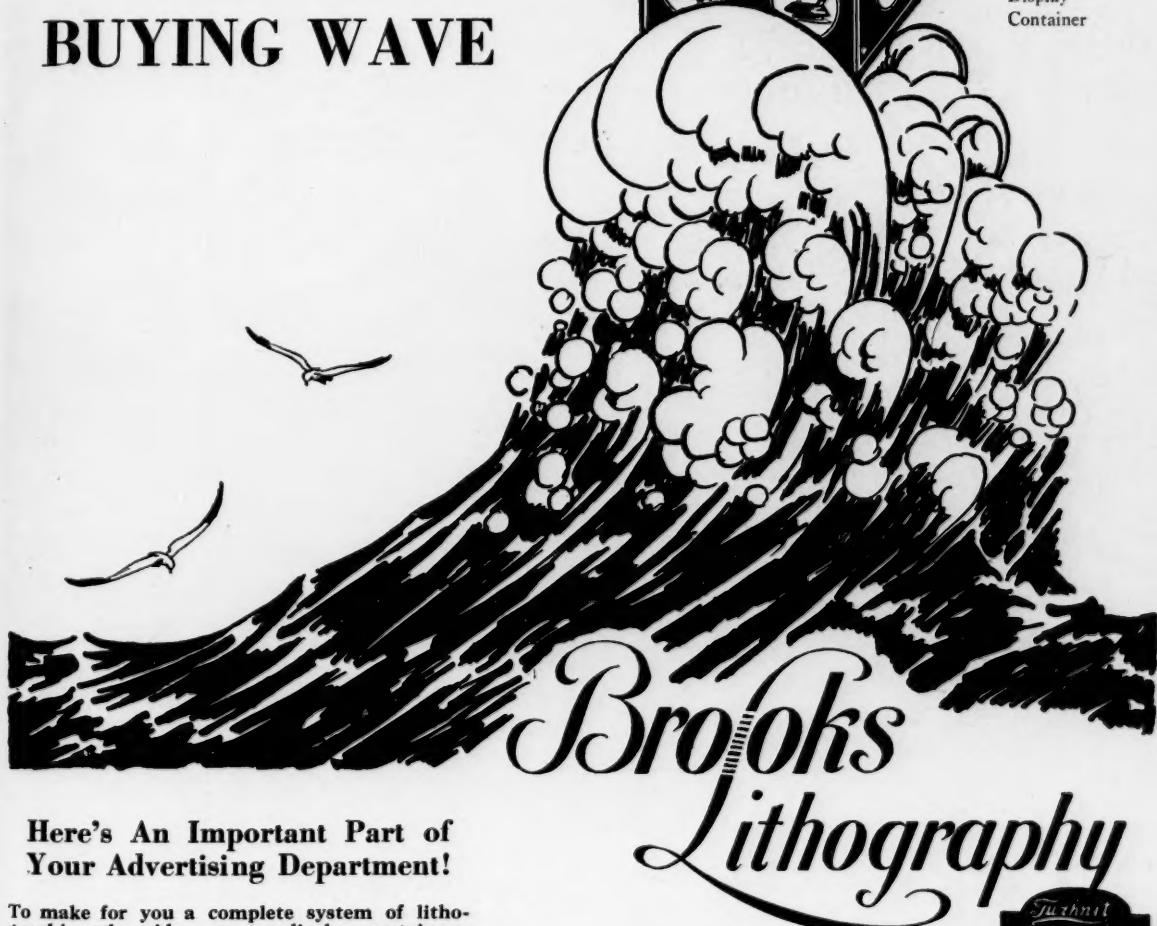
E. ST. LOUIS
DENVER
PASSAIC
BOSTON

"It's Better Packed in Tin"

ON THE CREST OF THE BUYING WAVE



Brooks
Patented
Display
Container



Here's An Important Part of
Your Advertising Department!

To make for you a complete system of lithographic sales aids—counter display containers, folding paper boxes, box wrappers, advertising material, folders, package inserts, business stationery—under the supervision of designers, artists, lithographers and advertising experts trained to adapt the high quality of Brooks Lithography to the exacting requirements of your particular business.

Submit your packaging and display problems to our service staff. Would you like to see samples of the sales builders we have created for other nationally advertised products?

THE **SEE** OF SALES



THE BROOKS BANK NOTE COMPANY

NEW YORK BOSTON
PHILADELPHIA PORTLAND, ME.

SPRINGFIELD, MASS.

FAITH~

FAITH is the prime ingredient of business. In the conduct of a house like the Hartford City Paper Company you will find a close allegiance to quality far above the needs or demands of industry.

This is keeping faith with our customers and their faith in our products.

Specializing in Glassine, plain and embossed; Greaseproof and Manifold papers, 12½ to 50 pounds; also Die Cutting.



HARTFORD CITY PAPER COMPANY

NEW YORK OFFICE
1001 WOOLWORTH BLDG.

HARTFORD CITY, IND.

CHICAGO OFFICE
618 FIRST NATL BANK BLDG.

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Y

LDG.

aging

Y

DC

aging



PRODUCTS like people are judged by the company they keep.
Containers decorated with BRIGHTEN ROLL LEAF are
invariably found in the company of good products.
For the best decorative results always specify BRIGHTEN
LEAF—"THE ROLL LEAF WITH THE RED BACK."

Stamped with Brighten Roll Leaf!
(over)

MODERNIZE YOUR PACKAGE WITH BRIGHTEN ROLL LEAF PROCESS

DO YOUR package decorations seem a trifle obsolete? There is nothing quite so depressing in a package as decorative disappointments, but there is an easy way to overcome them and make your packages reflect an air of charming distinction—Follow the example of thousands of manufacturers whose containers, wraps, labels, etc. are decorated with BRIGHTEN ROLL LEAF—available in gold, silver, metallic, and pigment colors.

The BRIGHTEN ROLL LEAF PROCESS consists of stamping and embossing in one operation

at practically the same speed and ease as printing.

Your package decorations stamped in BRIGHTEN ROLL LEAF not only carry an air of distinction but delight the eye and make their contents irresistible.

The design on the reverse side gives you the effect.

Write us if your local printer or box maker is not able to serve you. Also consult us for design to create new merchandising channels. And, always specify BRIGHTEN ROLL LEAF—The Roll Leaf with the Red Back.



H. Griffin & Sons Company



Chicago
701 S. Dearborn St.

New York
75-77 Duane St.

Boston
95 South St.

Sheridan Machinery Co., Ltd., of London,
Agents

Paper—"Vani-Mode" by
Middlesex Products Co.
Boston, Mass.

Design by
Package Design Corp.

Apr

JO

A



JOHNSON AUTOMATIC WAX WRAPPERS

are now available in Four Models

[[The Size of Your Package]]
Determines the Proper Model]]



MODEL H
(1" x 2" x 3")



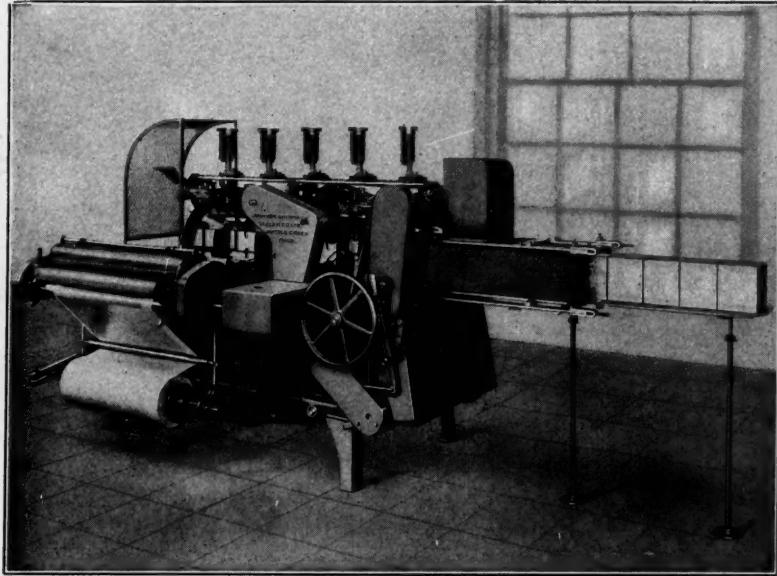
MODEL G
(2" x 4" x 6")



MODEL F
(4" x 4" x 8")



MODEL L
(3" x 8" x 15")



JOHNSON Automatic WAX WRAPPER

What This Means to the Purchaser

THE model you purchase is designed and built specifically to wrap packages within a reasonable range of the dimensions of your package. On account of this fact, the necessary adjustments for packages within this range can be reduced to a minimum and, when the machine is once adjusted for a package, it operates on that package with the efficiency of a single-purpose unit.

A JOHNSON Packaging Engineer will advise with you on invitation. There is no obligation incurred in a request for his helpful services.

JOHNSON AUTOMATIC SEALER CO.
Battle Creek,

Michigan, U. S. A.

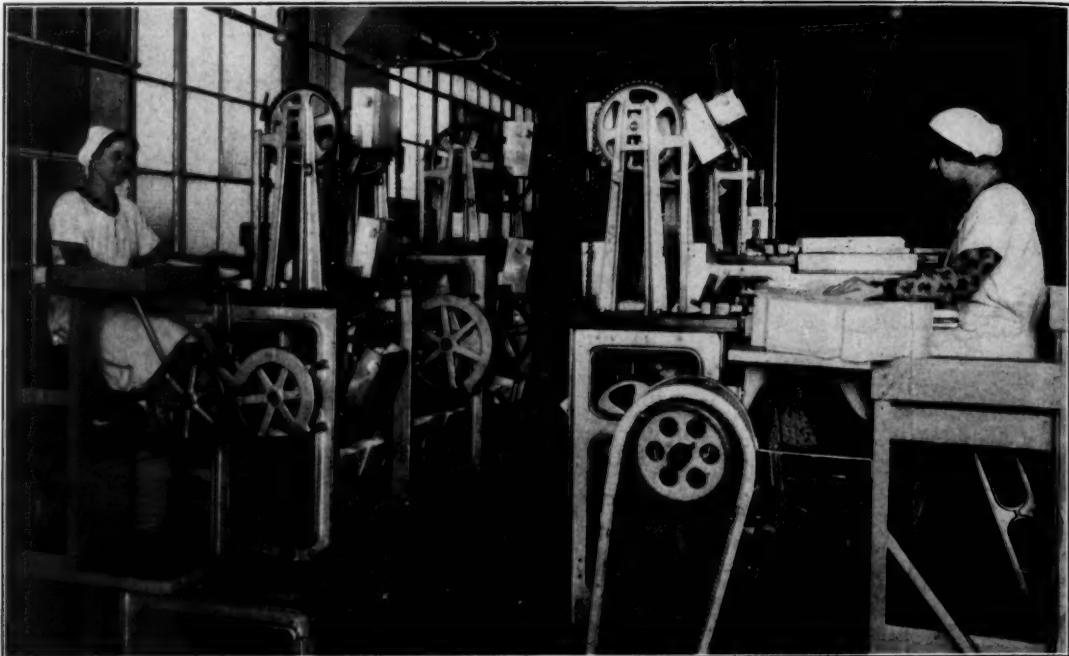
New York, 30 Church St.

Chicago, 228 N. LaSalle St.

See our Data
in the
PACKAGING CATALOG

Net Weight Scales;
Gross Weight Scales;
Bottom and Top
Sealing and Lining
Machines (with or
without automatic
carton feeders). Wax
Wrappers and Glass-
ine Wrappers.

JOHNSON
AUTOMATIC PACKAGING MACHINERY



At the Beech-Nut Plant



The "Peters Package" has a continuous interfolded and inner-sealed protective lining which entirely envelops the contents and makes a moisture-proof, dustproof and odor-proof housing, which guards the contents against all outside deleterious influences. The package because of its simplicity, because of its sanitary and protective construction, is a real factor in increasing package business. Consult us for new merchandising possibilities.

NOTHING can so aptly demonstrate PETERS position of leadership in the packaging industries as the number of plants which are consistently selecting PETERS PACKAGING MACHINERY.

PETERS MACHINERY (carton forming and lining machines, carton folding and closing machines) have invariably demonstrated that they assure the utmost in elimination of manual labor, in cutting costs, in assuring a *perfect and sanitary package*.

Measured by any standard you wish, PETERS MACHINERY has yet to be out-performed.

See our Data
in the
PACKAGING CATALOG



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A





BOX POWER

The main reason for box or package coverings is to create sales of merchandise.

Specialty Papers by Dej�onge give more than mere appearance to boxes; more than beautiful colors and unique designs. They give BOX POWER . . . attention compelling selling power!

Send in the coupon below for the latest Dej�onge sample book showing Specialty Papers by Dej�onge which assure BOX POWER.

NEW YORK

CHICAGO



PHILADELPHIA

LOUIS DEJONGE & CO.

COUPON

Louis Dej�onge and Company, Dept. C.,
69 Duane Street,
New York City.

Kindly send me sample book number 114D.

Name

Street

City

State

Tear out this page and file it with what other information you have relating to Specialty Papers by Dej�onge that give power to boxes.

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Slanting Displays Make Buying Easier

IT is commonly recognized that goods well displayed are half sold. With this constant increase of packaged merchandise displayed on the dealer's counters, it is becoming a serious problem for both manufacturer and dealer.

From the manufacturer's point of view, the problem is: "How can we make our merchandise more distinctive and stand out from the crowd on the dealer's counter—making our merchandise easier to buy?"

From the dealer's point of view the important problem is lack of room. Counter space is valuable to the dealer; therefore the bulky and unattractive package displays are placed on the shelf or under the counter.

By the use of our Slanting Display Container, we have solved this problem to the utmost satisfaction of a great number of manufacturers and dealers. This container attracts attention and places the merchandise upright on an angle that is most pleasing to the eye of the consumer. This Slanting Display Container has a tendency of pulling the product out of the crowd and requires a minimum of space on the dealer's counter.

If interested, communicate with one of our nearest representatives who are men well versed in merchandising problems, and will gladly give you more information and assist you with your display problems, or write to the

Rochester Folding Box Co.
Lithographers

MAIN OFFICE AND PLANT: ROCHESTER, NEW YORK

New York Office
280 Madison Avenue

Chicago Office
1314 E. 54th Street

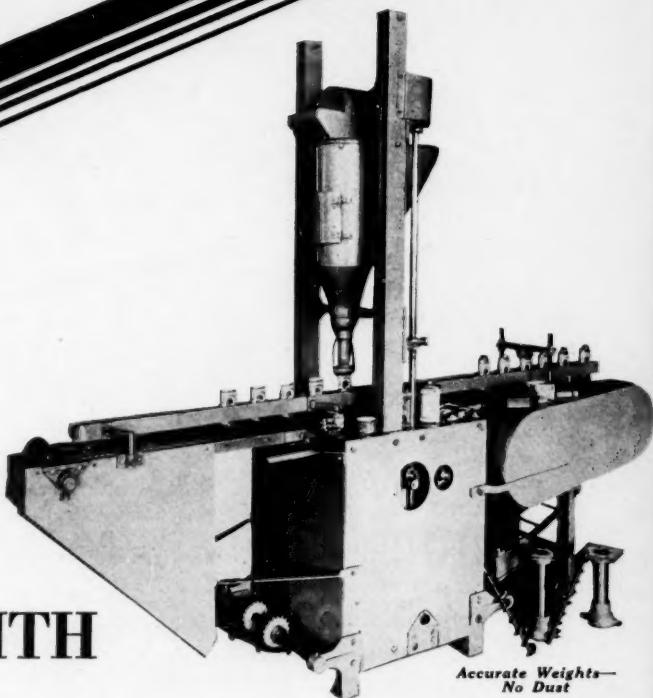
Philadelphia Office
328 Chestnut Street



**This is how
it's done - -
get
STOKES & SMITH**

**American Powder Filling
Machinery and Cappers and
your production problems
are easily solved.**

**They fill almost any shape of
container with the more
difficult materials.**



Ask for an "S. & S." Engineer.

**CARTON TOP and BOTTOM
SEALERS**

ENVELOPE SEALERS

GROSS AND NET WEIGHT SCALES

**CARTON FILLING and SEALING
MACHINES**

TIGHT WRAPPING MACHINES

STOKES & SMITH COMPANY PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE—23 GOSWELL RD.

ng

ng



CONSUMER'S ACCEPTANCE

Clean, appetizing, fresh and attractive—that's the way your products look when carefully wrapped in RIEGEL'S WAXED GLASSINE. More salable, too, for isn't it natural to have preference for and to buy a product that is well protected and in good condition? Write for sample sheets of RIEGEL'S WAXED GLASSINE. Experiment with the samples—see how Glassine enhances the appearance of your package and fully protects it.

Important to you, from a profit standpoint, a film of wax makes the Glassine paper impervious to Grease or Dampness. Why "from a profit standpoint"? Because a wrapper of RIEGEL'S WAXED GLASSINE protects food products and the like from harmful atmospheric conditions; the product is delivered to the consumer in first class condition, which means increased consumer acceptance, more sales, hence more profits for you.

RIEGEL'S
**WAXED
 GLASSINE**
Jewel Brand

MADE ONLY BY

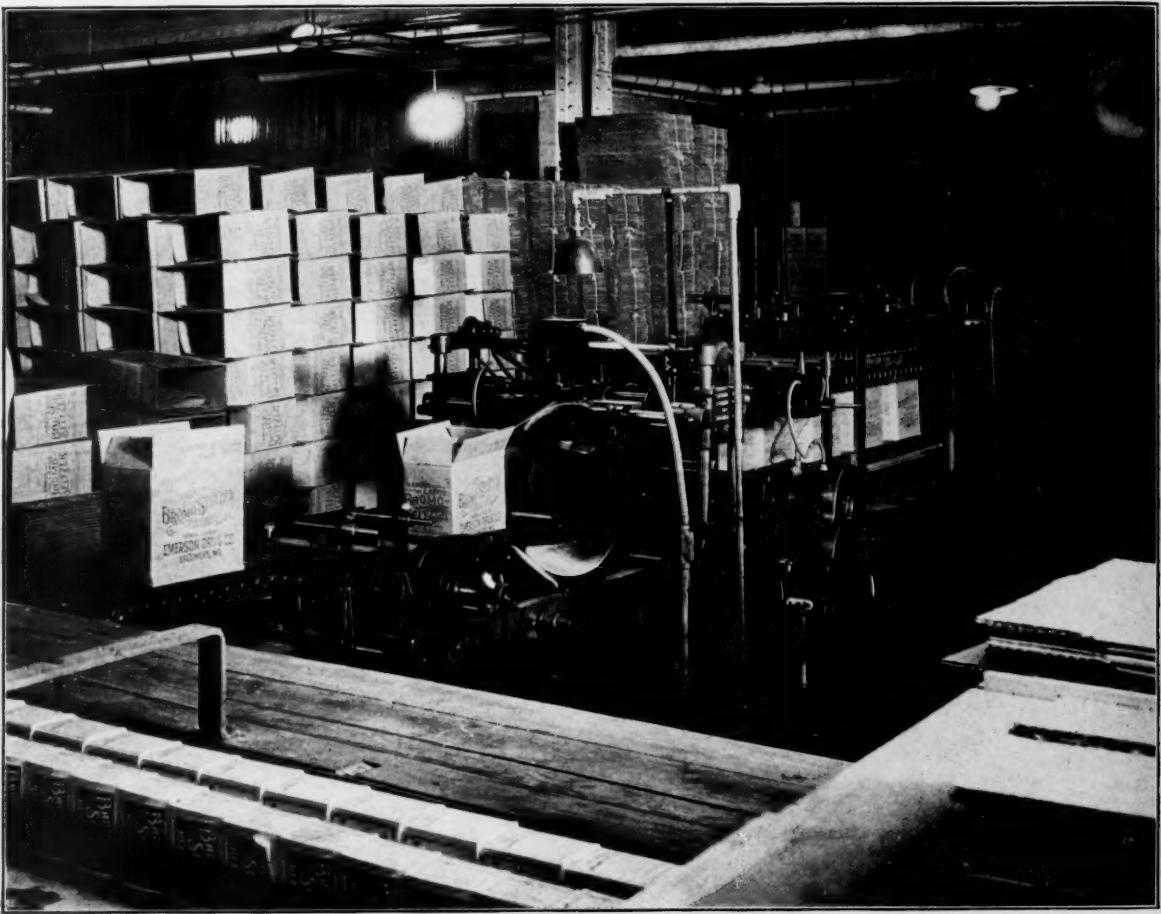
THE WARREN MANUFACTURING COMPANY

342 MADISON AVENUE

New York City

PROTECTS

DISPLAYS



100% AUTOMATIC

The above photograph shows Standard Sealing Unit for automatically sealing corrugated fibre cases packed with Bromo-Seltzer.

*Write our Engineering Department
if you have a sealing problem*

See our Data
in the
PACKAGING CATALOG

MAILER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

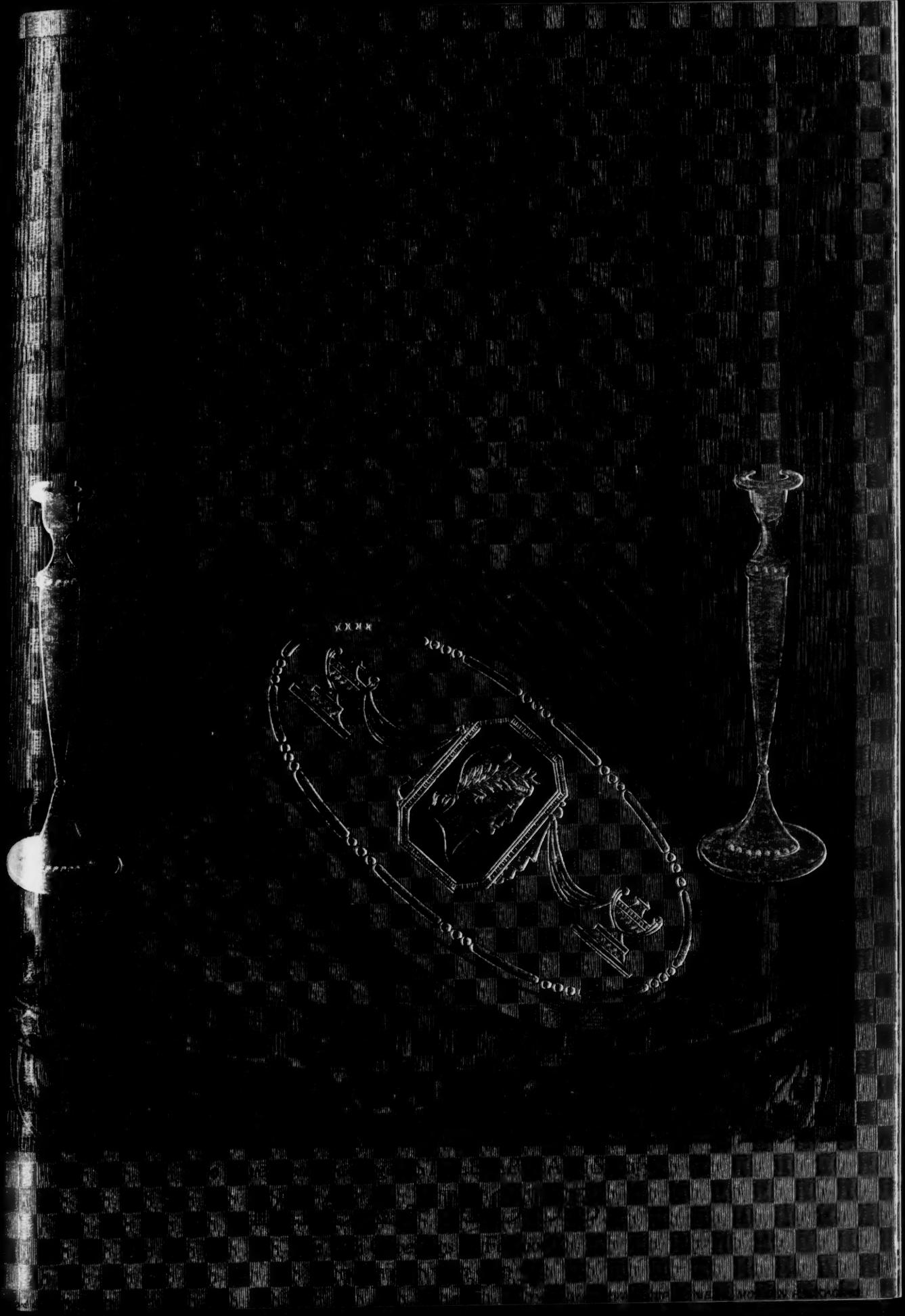
JOHN F. WILLARD & SON
335 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.
208 West Washington St.

C. S. du Mont
Windsor House
Victoria Street, S.W.1.
LONDON, ENGLAND



To Achieve a New, Definite
STYLE APPEAL

Cover Your Package with

MICA-MODE

"the Box Coverings of Fashion"

The Season's Fashionable Colors are important to your style-wise, modern public. To help your product quicken desire, Middlesex offers nine authentic fashion colors in MICA-MODE, approved by noted style authorities.

MIDDLESEX PRODUCTS CO.

38 Chauncy Street, Boston



MAIL THIS COUPON FOR THE NEW MICA-MODE SAMPLE BOOK.

MIDDLESEX PRODUCTS CO.,
38 CHAUNCY STREET, BOSTON.

4/29 m.p.

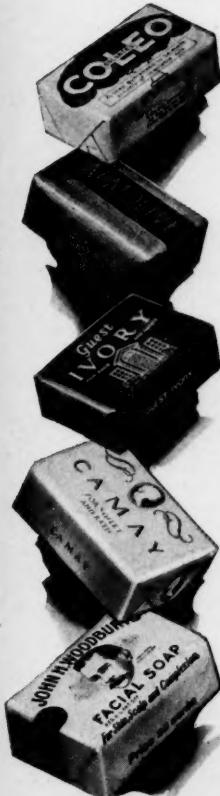
Please mail the New MICA-MODE Sample Book to





Your Product is always on "Dress Parade"

*A uniformly neat and attractive wrapping
helps to place it in the front rank*



YOUR product is always on Dress Parade—before the great American public. Every day it must "pass inspection." And that is where *uniformly neat* wrapping plays a major role.

Here, for example, are a few of the leading toilet soaps—all wrapped on our machines. The makers of these soaps spend large sums in advertising to create a "quality" atmosphere for their products. The impression of perfection they create must be carried out in the *wrapping*. The design on the package must be perfectly registered; the wrapper must be smooth and tight, the end-folds neatly sealed. The last cake in the day's production must be just as neatly wrapped as the first one that left the

machine. *Perfection! And good business.*

It was easy enough years ago to "get along" with less than a perfect package. But today such a product is under as great a handicap as an untidy salesman.

Is your wrapping perfect?

Compare the wrapping of your package with some others—with these toilet soaps, for example. Or better still, send us a few of your packages. If we can, we will improve the wrapping, sending an actual sample. At the same time, we may be able to suggest ways of lowering costs—we often do.

A package improvement is something to be *actively* sought after—just as you seek larger sales and better profits. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts

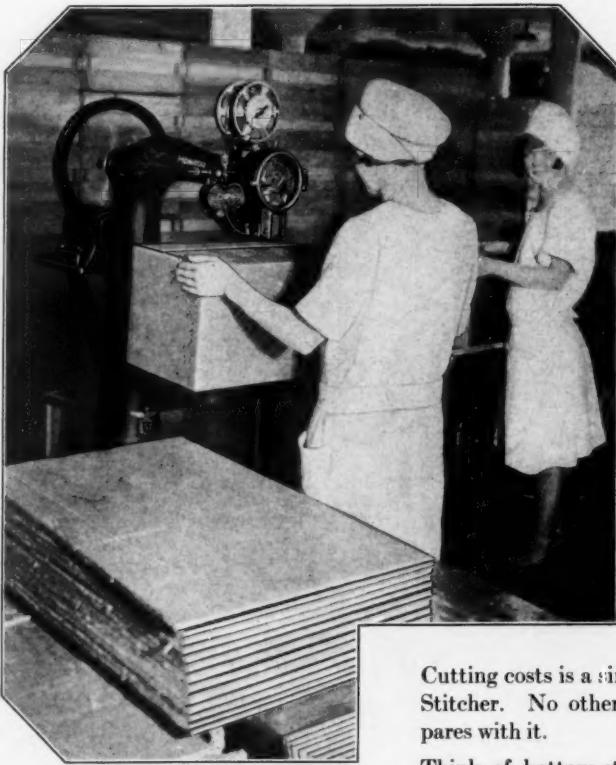
New York: 30 Church Street Chicago: 111 W. Washington Street
London: Baker Perkins, Ltd., Willesden Junction, N. W. 10

See our Data
in the
PACKAGING CATALOG



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines



The John Behrman Box Plant in Chicago uses a battery of MONITOR Bottom Stitchers.

See our Data
in the
PACKAGING CATALOG

Maybe
you never
clip coupons
but—

It's folly not to at least look into anything that may materially reduce your cost of doing business. Claims are easily made—but proofs can't wisely be ignored. And there is plenty proof about the MONITOR. Make us show you.

3000 every day —bottom stitched on the MONITOR

Cutting costs is a simple trick for the MONITOR Bottom Stitcher. No other sealing method even remotely compares with it.

Think of bottom-stitching 3000 cartons a day. That's speed that certainly means lowered costs, greater production, bigger profits!

And the proportion is the same even if you use as few as 250 cartons a day. MONITOR does them cheaper, quicker, more securely than you can do the work any other way.

No skill needed to run it, either. Just give the job to any girl and watch the result. In an hour or two she'll be expert—turning out perfectly stitched cartons at a rate that will surprise you.

Irrespective of how you now seal the bottoms of your containers, investigate the MONITOR—check up on it—ask for proof of its ability to cut your costs. Mail coupon today.

LATHAM MACHINERY CO.

Builders of Wire Stitchers for Over 35 Years

1141 Fulton Street, CHICAGO

NEW YORK
461—8th Avenue

PHILADELPHIA
The Bourse

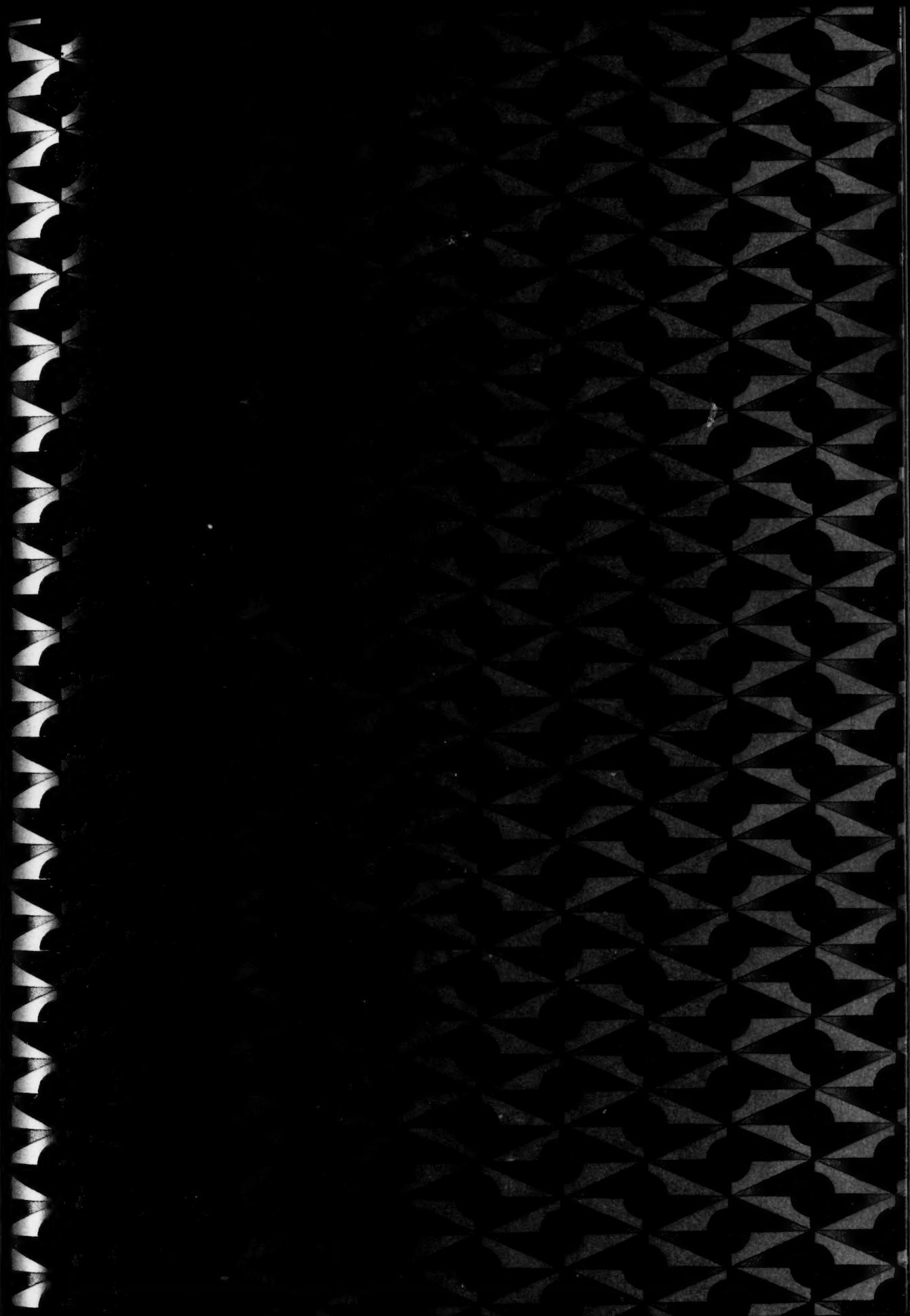
BOSTON
531 Atlantic Avenue

Latham Machinery Co.:
1141 Fulton St., Chicago

All right, show us how the MONITOR Bottom Stitcher will cut our costs.

Name _____

Address _____ *City* _____ *State* _____



MODERN?

Well Rather!

VERSATILE?

Indeed Yes!

6 patterns—most of them small enuf for perfumery and other small boxes—over-all designs, ideal for any modern decorative scheme—all on a variety of base stocks in many combinations of color in flat and metallic inks

PRICES?

Unexpectedly Moderate!

Fill out and mail this coupon and be sure of having a complete showing of these latest domestic "KALO KREATIONS" by

WHITING-PATTERSON COMPANY, Inc.

265 Canal Street, NEW YORK CITY • 320 North 13th St., PHILADELPHIA

WHITING-PATTERSON CO., INC.
265 CANAL STREET, NEW YORK CITY

By All Means Send Us, Without Obligation, Complete
Samples of New "KALO KREATIONS"

mp

DISTRIBUTORS OF WHITING-PATTERSON PAPERS

Swigart Paper Co.
717 S. Wells St.
Chicago

Paper Sales, Ltd.
11 King St., West
Toronto 2

The John Leslie Paper Co.
301 S. Fifth St.
Minneapolis

Springfield Glazed Paper Co.
308 West Washington St.
Chicago

Walter J. Willoughby, Inc.
72 New Montgomery St.
San Francisco

L. D. Cheever
30 Bay State Road
Boston



Here's what the *Right Carton will do!*

IT will gain for you many additional sales because it stands out on the shelf and attracts the favorable attention of the shopper. That's not just a story—it is an oft-proven fact in up-to-date merchandising history.

Three elements make up the right carton—*design, printing, boxboard*. Your box-maker will help you with the first two; the third, boxboard, we manufacture. It is Ridgelo, a high quality, attractive, tough, durable, clay coated board that gives utmost satisfaction wherever it is used.



The smooth, perfectly finished surface of Ridgelo makes possible clear, brilliant, eye-attracting printing that cannot be secured by using an inferior grade of board.

When you order your next lot of cartons, speak about that new design, and specify Ridgelo. Stocked in white and eight colors. Special colors to order. Write for sample book.

LOWE PAPER COMPANY

RIDGEFIELD



NEW JERSEY

***For More Attractive Cartons — Use
RIDGELO Clay Coated Boxboard***



They all sing the same song!

but *American Coating Mills* gives you quality in every inch of board that passes out of our doors.

Vocal volume is no indication of quality but board production volume tells a different story.

American Coating Mills has been called on to meet an unprecedented demand solely due to **QUALITY**.

If it's not *American Clay Coated* it's no bargain at any price!

American Coating Mills
Elkhart, Indiana

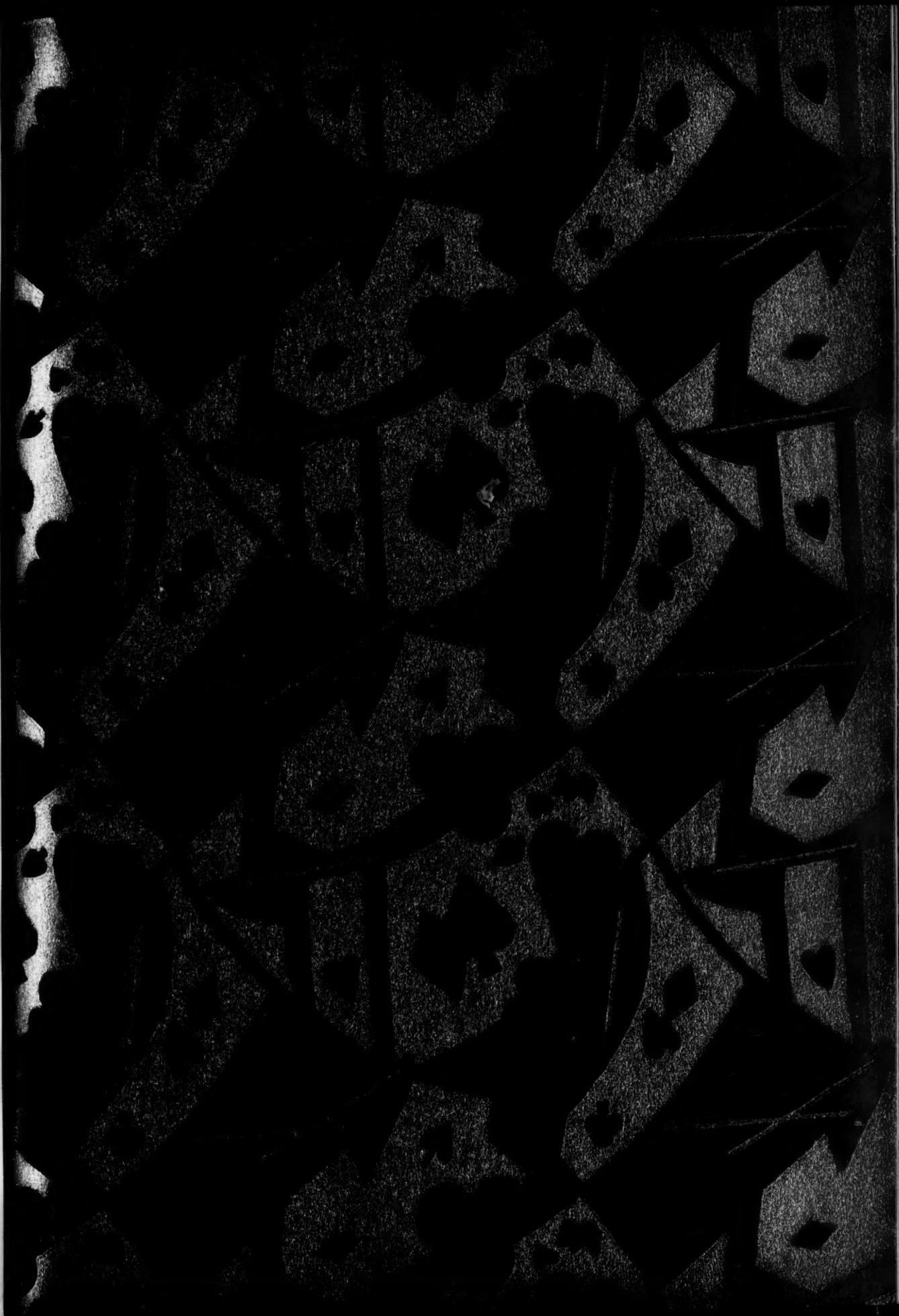
Eastern Sales Office
501 Fifth Avenue, New York City

See our Data
in the
PACKAGING CATALOG

Chicago Sales Office
2033 Builders Bldg.

AMERICAN CLAY COATED BOX BOARD

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gfe

BRIDGE DESIGN

*Five Distinct Colors
and White
Box Covering Paper*



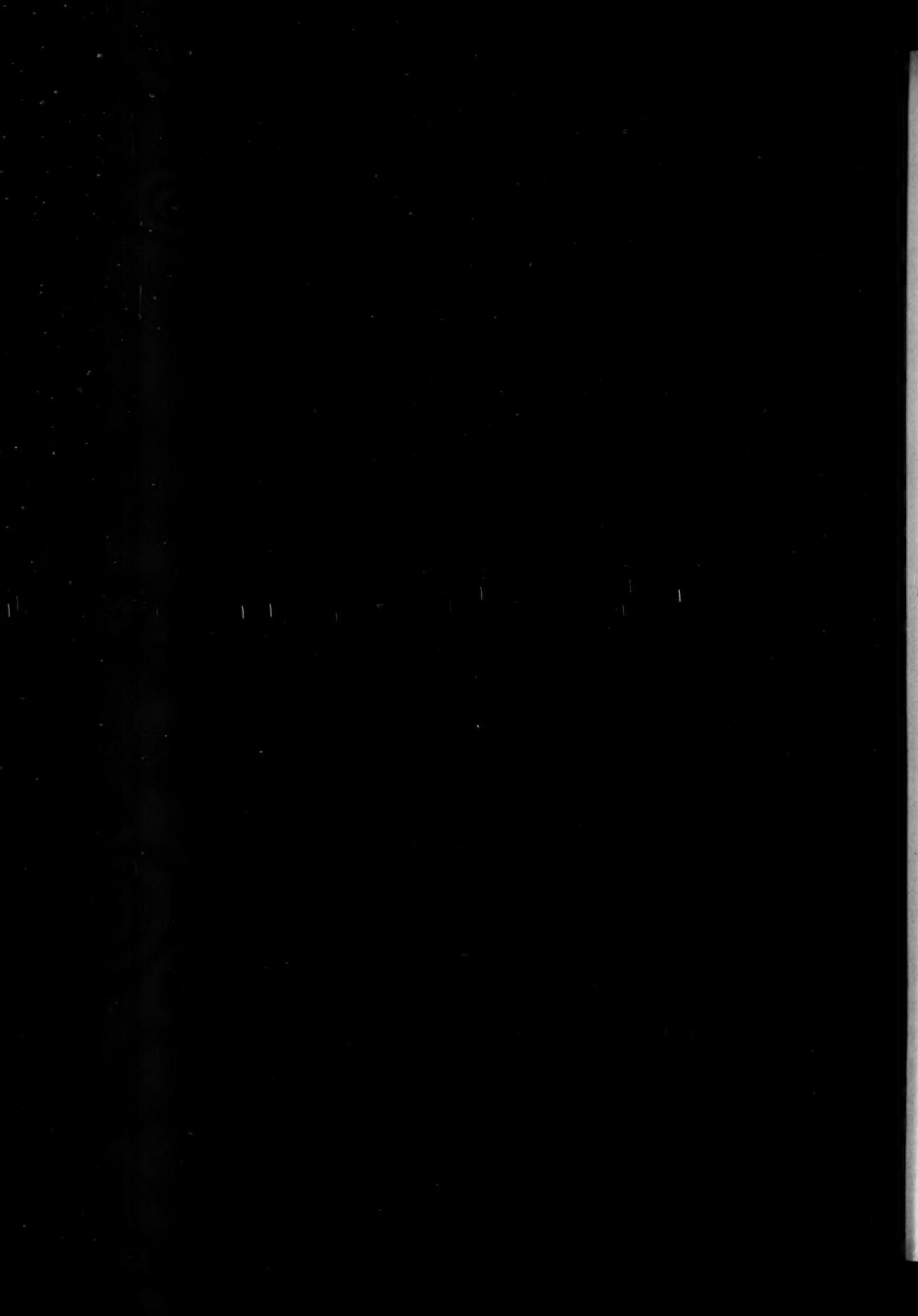
MADE IN AMERICA—SOLID

*Two thicknesses
very broad range*

*We also make
for uniform*

MATTHIAS & FREY
MANUFACTURERS

143 N. FIFTH ST.



ANNOUNCEMENT

SUCCESSFUL competition in the distribution of merchandise recognizes the package as a very important factor.

The essential requirement or measure of a successful package is its ability to effectively present a manufacturer's product, suit the customer's convenience and conform with efficient production methods in his plant.

It is to meet these exacting requirements that the Package Design Corporation has been established. Including among its staff a number of outstanding designers and merchandising consultants, it offers a distinctive service in the preparation of individual designs for cartons, display containers, box wraps and labels which combine artistic conception of plan and color with successful principles of merchandising.

We shall be glad to discuss any package problem with you. Just write us a letter outlining your requirements and you will hear from us promptly.

PACKAGE DESIGN CORPORATION

8 MURRAY STREET NEW YORK

Put your Packaging Problem *up to* HOEPNER

WHETHER you pack in cartons, cans, paper or burlap bags, envelopes or cotton sacks, Hoepner equipment will weigh, fill, seal or sew your package at any rate of production desired. And it is all done on one machine—a single responsibility for the completed package.

The Hoepner combination shown below weighs, fills and stitches paper or cotton bags. It has two conveyors. One is equipped with holders over which the empty bags are pushed and which act as forms when the bags are being filled. When the empty bags come into the filling position, they rest on the other conveyor belt, elimi-

nating any strain on the bag holders. As the filled bags move away from the filling spouts, the holders are automatically withdrawn. An operator folds the tops of the bags and runs them through the stitching head.

This machine handles any free-flowing material and has an output of 30 bags a minute—weighed, filled and sewed. It can be supplied without the stitching machine, if desired.

100 Packages a Minute

Other Hoepner equipment handles larger and smaller weighments up to 100 packages per minute. Whatever your dry-filling, packaging or bagging needs, we can help you.

Write our Engineering Department, sending a sample of your package and material, and a brief outline of your requirements. Our Engineers will give you constructive aid that will speed up production, cut packaging costs and utilize floor space to best advantage. No charge for this service and at no obligation. Put your problem up to Hoepner.

This machine, one of the many Hoepner Automatic Unit Systems, weighs, fills and sews 30 one-pound paper or cotton bags a minute. Handles any free-flowing material. Other Hoepner equipment weighs and fills up to 100 packages a minute.



HOEPNER AUTOMATIC MACHINERY CORP.

Designers and Makers of Automatic Weighing and Packaging Machinery

1400 WEST AVENUE, BUFFALO, N.Y.

ng



rosette

One of the "Made in America" Box Covers

THE inherent charm of this new and modern box cover offers many opportunities to make your containers attract attention. The motif of Rosette Box Cover is one that is unusually attractive and the wide range of colors contained in the line add to its possibilities.

Sample Book will be gladly sent upon request.

**DISTRICT
PAPER MAN
C O M**

New York Office
41 PARK ROW



Mills and General Offices
WASHINGTON, D. C.

**COLUMBIA
MANUFACTURING
COMPANY**

Chicago Office
CHICAGO MERCANTILE EXCH.

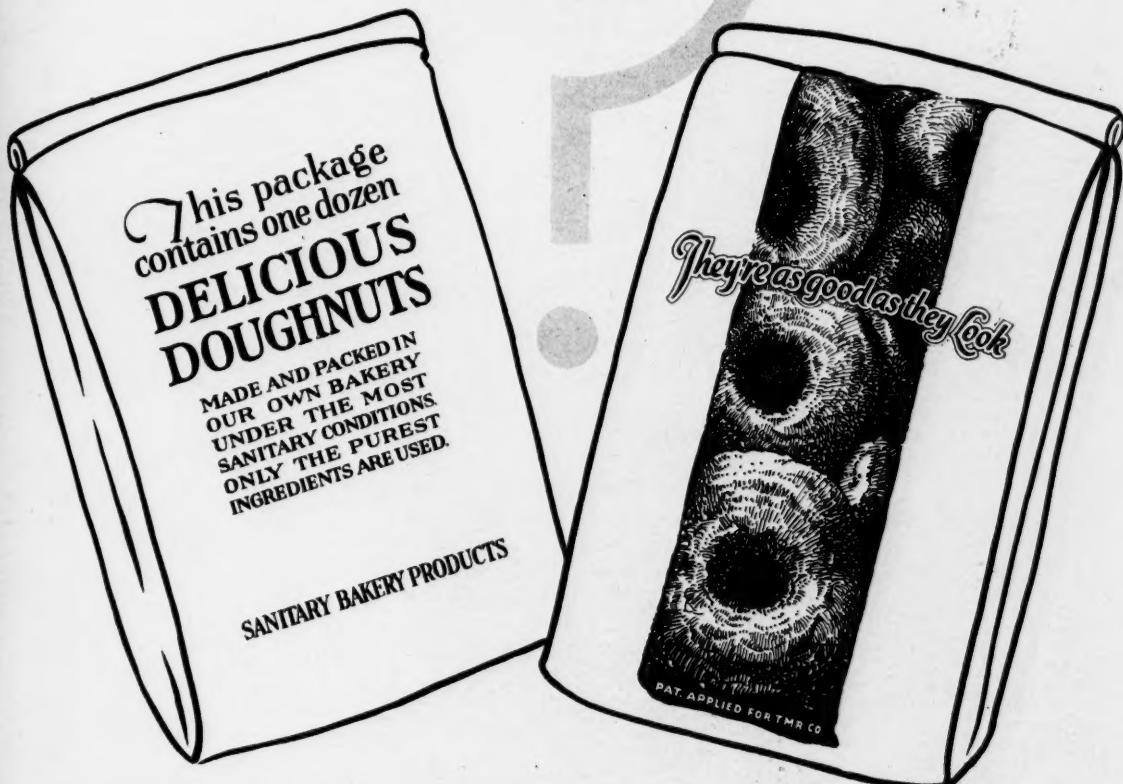
"THE MOST COLORFUL PAPER MILL IN AMERICA"



AG

Which is more CONVINCING

THE WORDS **OR** THE PRODUCT



"Cellophane" bags are made for manufacturers whose products may be packaged to better advantage in transparent containers. They display the contents in plain view ready packed on the counter and keep them fresh and clean. They cost much less than all

"Cellophane" bags. They carry your name and trade mark in colors and have remarkable advertising value.

Being specialists in creating and manufacturing original bags for every purpose, we invite your inquiries.

THOMAS M ROYAL & CO
5800 N SEVENTH STREET
PHILADELPHIA PA



ng





Try Our Supremetone or Yorkland Box Covers

Furnished in 26" rolls
or Cut to Sheet Size

Our Embossing Designs Are Original

Special Shades and Designs
furnished on request

Let Us Send full size Sheets for Making
Sample Boxes

The New York-New England Co.
Holyoke, Massachusetts

Sales Offices

BOSTON
No. 110 High Street

NEW YORK
No. 300 5th. Ave.

CHICAGO
Meadneck Block



Chat's Best Beans



*are now being packed
with FERGUSON MACHINERY*

Packaged beans! It had to come!

And when Chatterton and Son of Lansing, Mich., decided to be the first to develop this much-needed commodity, they consulted a Ferguson Engineer. They installed a Ferguson Packaging and Sealing Machine, which is now turning out 24,000 fifteen-ounce packages of beans a day or 50 per minute, though they're not running the machine to capacity.

But, so great has been the increased demand for Chat's Beans with this equipment, with this new convenience of package, that Chatterton and Son are now adding new Ferguson units to take care of their 62 different varieties of beans. A \$10,000,000 business in beans in a year, because they have the machinery adapted to their merchandising problem!

Consult a Ferguson Engineer! A Ferguson engineer can show you how with Ferguson Machinery you will save time and money by increasing production at less cost, and helping you to develop new markets. Send for a catalog. It costs you no money to consult a Ferguson engineer.



J·L·Ferguson Company
JOLIET - ILLINOIS

ST. LOUIS — NEW YORK — LOS ANGELES

CARTON SEALING
MACHINES
AUTOMATIC SCALES
AND FILLERS
CARTON FORMING
MACHINES
AUTOMATIC CASE
PACKERS

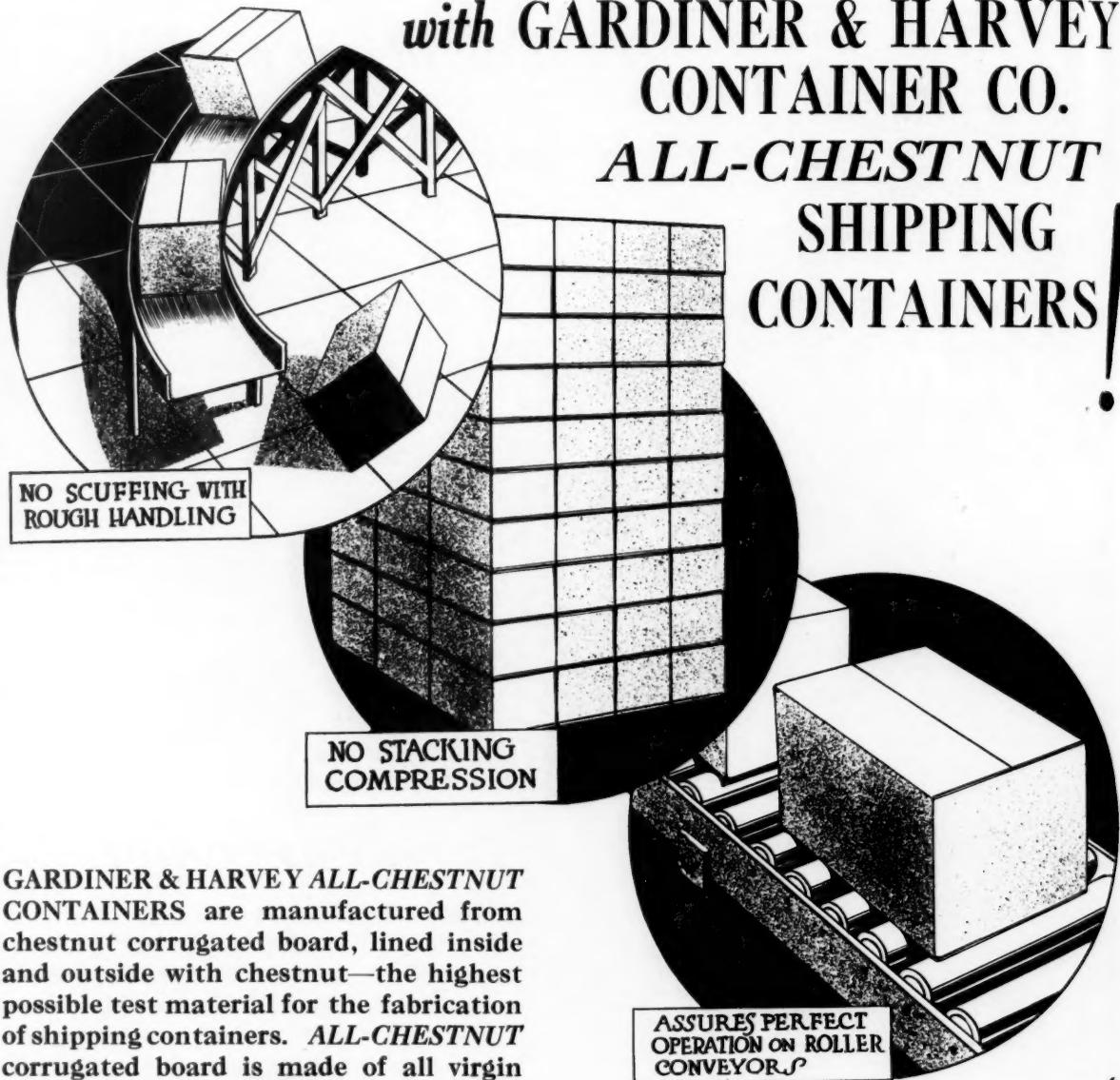
CONTAINER SEALING
MACHINES
SALT CAN FILLING
MACHINES
FERGUSON ROTARY
SPRINKLERS
SPECIAL MACHINERY,
DIES, ETC., ETC.



ELIMINATE THESE LOSSES INSTANTLY

with GARDINER & HARVEY
CONTAINER CO.

ALL-CHESTNUT **SHIPPING** **CONTAINERS!**



GARDINER & HARVEY ALL-CHESTNUT CONTAINERS are manufactured from chestnut corrugated board, lined inside and outside with chestnut—the highest possible test material for the fabrication of shipping containers. **ALL-CHESTNUT** corrugated board is made of all virgin material—no ground wood being included. This eliminates fading and makes for a rigid container comparable to the finest solid fibre containers.

Illustrated are the three greatest sources of shipping losses that these **ALL-CHESTNUT** containers eliminate—you should get one of these containers for immediate inspection.

A superior container with the Gardiner & Harvey Engineering Service behind it.

GARDINER & HARVEY CONTAINER CO.
 MIDDLETOWN
 OHIO

GARDINER
 & HARVEY
 CONTAINER CO.
 MIDDLETOWN, OHIO

Gentlemen:

Please send me one sample
ALL-CHESTNUT container at
 no cost to me.

NAME _____
 ADDRESS _____

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1929.

VOLUME TWO
NUMBER EIGHT

NEW YORK, April, 1929

\$3.00 FOR THE YEAR
35 CENTS A COPY

Packaging Three Established Drug Store Products

Efficient Production Methods Secure for These Items Protection, Attractive Appearance and Saleability. Independent Container Units Result in Quantity Production

By WALTER DUNNICKAN
Plant Engineer, Lehn and Fink, Inc.

CAREFUL analysis of all phases of material production and packaging characterizes the methods employed by Lehn and Fink, Inc., of Bloomfield, N. J. From the selection of the ingredients used in manufacture to the final packing of each product, this company has exerted unusual thoughtfulness in considering all the problems attending the production and merchandising of products of this nature.

A completely equipped research and analytical laboratory is located on the first floor of the plant. Here all the essential ingredients used in the products manufactured by this company, as well as samples of batches of the various products, are analyzed and tested by a competent staff of chemists and technicians. In connection with this laboratory is a research library containing many hundreds of volumes dealing with the origin,

characteristics and chemical properties of the essential drugs and other ingredients used in compounding methods employed by Lehn and Fink, Inc., of Bloomfield, N. J. The charge of an experienced libra-

tors in the plant have been taken and studied in an effort to detect waste motion and loss of time. As faults in the arrangement of machinery and the subsequent loss of time and energy has been demonstrated by these moving pictures, changes have been made until at the present time a high standard of efficiency has been attained.

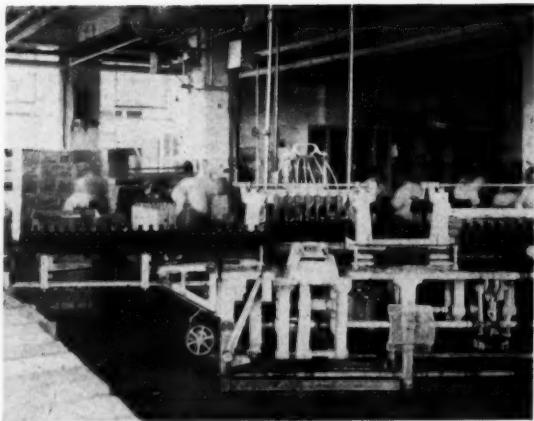
Illustrative of the general thoroughness of this organization is the consideration of the welfare of its employees. A lunch room situated on the first floor provides each employee with hot soup and coffee or tea at noon without cost to them. Automatic vending machines situated in convenient places throughout the plant make it possible for the employees to purchase candy and other small items during working hours.

The company feels that the increased efficiency of the employees resulting from this plan more than

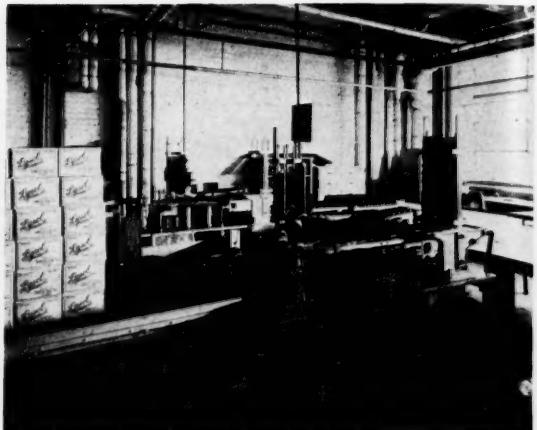


rian who also assists in the department of research.

Extensive experimentation has been done by the engineering department of the plant to effect a high standard of efficiency in the material production and packaging departments. Moving pictures of the arrangements of machinery and opera-



Filling and corking Lysol bottles



Labeled bottles are inserted in cartons

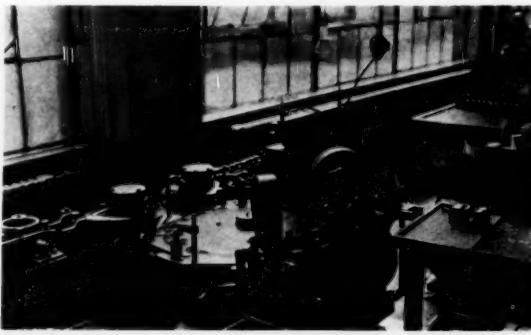
compensates for the time consumed by them in obtaining the articles for the machines.

LYSOL disinfectant, a liquid preparation, is manufactured on the second floor of the plant and conveyed to large storage tanks, from which it is withdrawn as needed by means of pipes to the filling machines on the first floor. All empty bottles are received at the plant in shipping cases so marked that they may be used in packing the bottled product. The shipping cases are opened in such a manner as to provide for re-use and the opened case is placed near the conveyor belt leading to the filling machine. An operator removes the bottles from the case and places them on the belt feeding

this machine. Six filling units, equipped with adjustable valves to regulate the flow of the product fill the bottles which are arranged on racks. Each filled rack of filled bottles passes by belt in front of an operator who

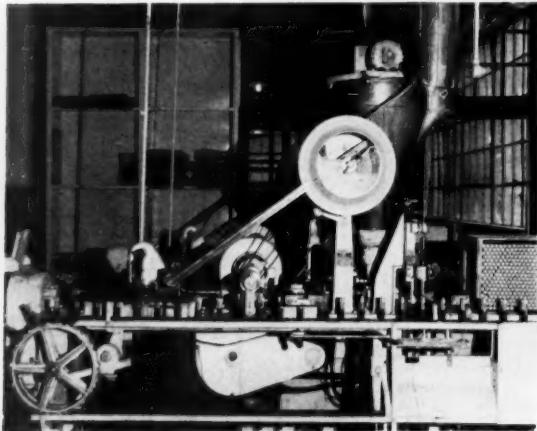
As the corked bottles travel along the belt leaving this machine they are inspected after which they are passed through a washing machine.

The bottles are then collected by an operator and placed in one of a series of metal baskets which revolve around a center unit. The baskets containing the bottles pass through several streams of hot air before returning to the operator who places them on a belt leading to the labeling machine. This machine spots the label, applies glue and presses the label into place. As the labeled bottles leave the machine they are inspected, the labels straightened and all excess



Labeling machine for Lysol bottles

moistens the corks and inserts them in the necks of the bottles. The rack then passes under a pressure unit which drives the corks into place. glue removed. An operator then places the bottles in wooden racks holding one gross and these are moved by small trucks to belts



Machines fill, close and date Pebeco tubes



Tubes and inserts automatically placed in cartons

which feed to the cartoning units.

Each of the cartoning machines progressively opens up a carton blank, folds a rotogravure insert and wraps it around the bottle and inserts the wrapped bottle into the carton. As the carton proceeds through the machine, glue is applied to the ends and subsequent pressure produces a tight sealed package.

THE cartoned bottles are packed in display cartons holding one dozen small bottles (3 oz. size) or six medium (7 oz. size) and these in turn are packed one dozen or six containers to each corrugated paper shipping case. The cases are sealed with silicate of soda and pass through

floor below. The tubes are then placed by an operator in individual sockets on the conveyor belt leading to the filling machine. The finished product is fed through pipes from the production unit to the filling machine. This machine, automatically controlled, fills the tubes with the correct amount of the paste, applies pressure to close the

tube, feeds a metal clip to further seal the bottom of the tube and clamps it in place. A dating unit then stamps the day, month and year of the manufacture of the product, so that any tubes that prove to be below standard may be traced back to the production department.

The filled tubes are deposited in wooden racks which

are conveyed to the cartoning machines. The tubes are then placed by the operator on the conveyor belts leading to this machine. The folded carton blanks are opened, a rotogravure insert is wrapped around the tube and inserted with it into the carton. As the filled carton leaves the machine the ends are tucked in, resulting in a compact protective package.

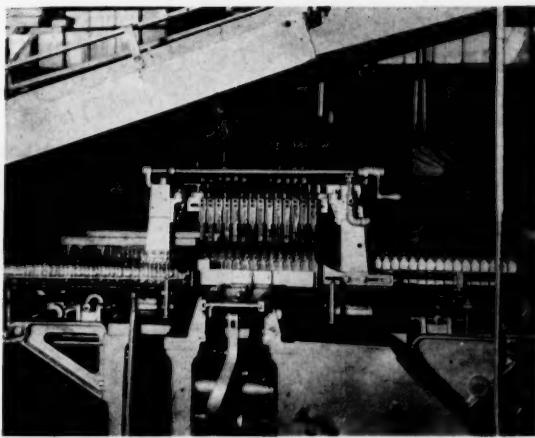
THESE cartons are then packed by hand in display containers which

not only protect the cartons during shipping but may be used for displays on dealers' counters. The display containers are then packed three dozen, six dozen, or two dozen, respectively, in fibre shipping cases and removed to the shipping room.

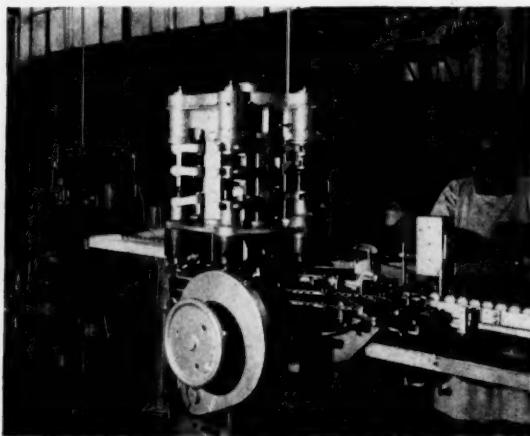
The ten-cent size of Pebeco is handled in exactly the same manner with the exception that the shipping cases contain six dozen, twelve dozen and thirty-six dozen.

Hind's Honey and Almond Cream has been well known for many years as an excellent protective face and hand lotion. The same quality that has always characterized this product is maintained by Lehn and Fink, Inc. The same shaped bottle and the same type of container has been retained by this company; however, the design on the container has been changed to conform to modern ideas

(Continued on page 51)



Vacuum filling bottles with Honey and Almond Cream



Aluminum caps placed and tightened by machine

a pressure unit after which they are removed to the shipping department.

The label used on this product is printed in red and black lettering on a buff background and the carton is in the same colors. A rotogravure insert is employed by this company as they prefer it to a printed insert.

The tubes used for Pebeco, a tooth paste originally employed in Germany for the treatment of diseases of the mouth and gums, are manufactured and coated by a special unit contained in the factory. When the tubes leave the printing machines they are placed on spindles in racks holding one dozen tubes where they are left to dry for twenty-four hours. After the tubes have thoroughly dried, the racks containing them are removed by small trucks to the packaging unit on the



Conveyor belts deliver empty bottles to filling units

Each Package Its Own Display

Specially Designed Containers Assure Proper Showings for the Product and Simplify the Display Problems of the Retailer

MOST frequently even attractively designed packages lose their advertising value and fail to accomplish the purpose for which they were designed because of the human element involved in creating displays. The artistry of the skilled creators of window and counter displays employed by large department stores and other exclusive shops is such that they can display even unattractive packages to advantage, but the owner of a small shop must create his own displays with the material sent to him by the wholesaler. His knowledge of proper backgrounds and lighting is often-

For many years Raquel, Inc., of New York, manufacturers of perfumes and other toiletries, had marketed its products in attractively designed containers but the volume of sales did not grow in the manner expected. Something was wrong with the merchandising methods employed and it was decided after careful analysis that the packages, although of attractive design, were not being properly displayed by a large number of retailers.

TO guard against this possibility a new style of package was designed for the perfume "Fragrance of the Night" (Fig. 1). A round bottle of crackle glass with a cone-shaped stopper was selected. The new box design in black, three shades of purple, green and silver, decorated with stars and a crescent moon, presented further suggestions of the odor of the perfume.

The bottom half of each package was supplied with an erect card decorated in the same design as the box itself and placed so that when the box was opened the bottle was displayed against a background of the design. The design itself is interesting

from a psychological angle because the crescent moon, located slightly above the tip of the stopper of the bottle and immediately attracting attention, is at the apex of the

triangles of the various colors. The eye first rests upon this silver moon and then travels downward to the bottle containing the perfume, thus focusing attention on first the product itself and, as the movement of the eye continues downward, on the silver star pasted on the bottle and bearing the name of the manufac-

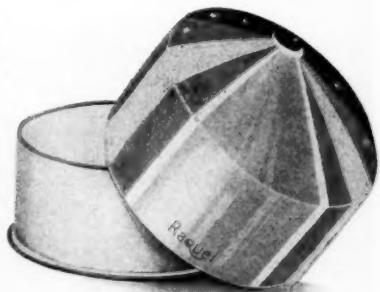


Fig. 2 Design of the package suggests odor of contents

turer and the name of the product. This type of package assures the product of proper display under all possible conditions.

THE same design was employed for the box containing the face powder scented with the same fragrance (Fig. 2). Here the design is employed in the same manner except that the movements of the eyes of the observer are directed by the design to the name of the manufacturer.

The gift package containing perfume, a vanity case and lipstick employs the same principle (Fig. 3). The same background effect is used as well as the design in the same colors. This combination has proved a valuable asset in building sales for the individual items of this line.

The package used in merchandising another odor manufactured by Raquel, Inc., "Orange Blossom Fragrance" is developed in orange, red

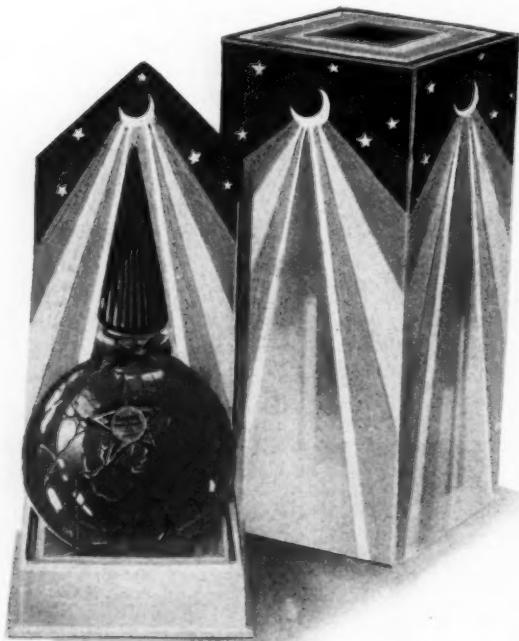


Fig. 1 Insert provides effective background for perfume bottle

times meager and his displays frequently do not result in the volume of sales warranted by the quality of the product and the attractiveness of the package that is being used.

and gold with an orange silk lining. The design of the package for individual bottles has not been changed recently but changes have been made in the gift-set packages, one of which is illustrated in Fig. 4. The head of a woman drawn in modernistic effect and suggesting the exotic character of the perfume is used as a lining for the cover of the box. An orange silk lining in the box, as well as an orange silk tassel used as the handle to open it, carries further suggestion of the name of the odor contained.

L'Endeley, a French odor, is bottled in the same round bottles used for the other two fragrances. The boxes containing gift sets in this odor are covered with bright blue and lined with silk in a deep rose tone (Fig. 5). In this instance the display value of the package depends entirely on the startling color combination rather than an unusual design. The name of the manufacturer is prominently displayed on the inside of the cover, thus linking the containers with the advertising campaign.

THESE containers may be displayed individually or in groups depending upon the space available without sacrificing their sales appeal. Even an inexperienced creator of displays could hardly fail in arranging them so that they would attract attention. The increased volume of sales of Raquel, Inc., is proof of the wisdom

of the change effected. Better displays have resulted in an increase in sales that has more than repaid this company for the expense involved in changing the design of the various styles of packages used in merchandising these products.

Silver in dull finish effects is suggested if backgrounds are used in displaying the "Fragrance of the Night" containers. The variety of colors used in the packages themselves makes further color effects unnecessary. Either glass shelves or display fixtures in dull-finish silver will aid in producing an effective setting for these packages.

The colors of the packages employed for Orange Blossom Fragancia suggest backgrounds of orange, red or gold. If a modernistic

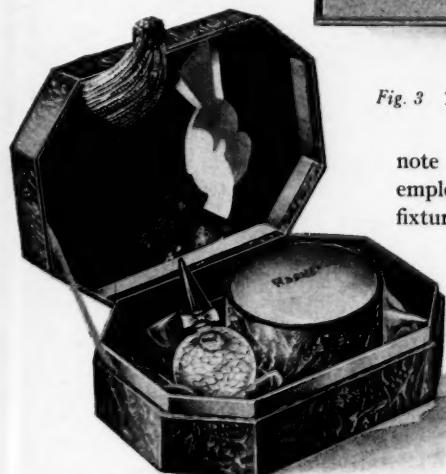


Fig. 4 A gift-set container in the modern manner

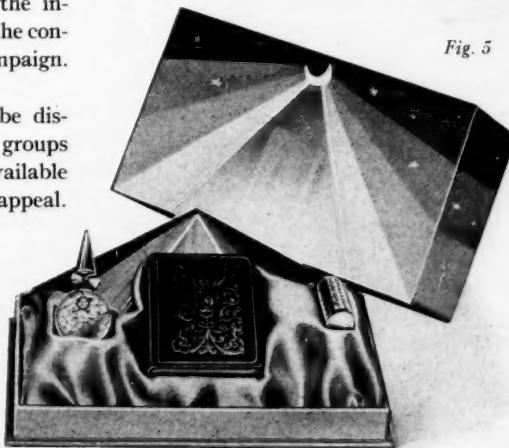


Fig. 3 The display feature is included in the package

note is desired black fixtures may be employed or geometrically shaped fixtures in dull-finish gold. Gold flowers may be used to further suggest the sophisticated odor of the perfume.

Gold-bronze metal cloth will make an effective setting for L'Endeley perfume. Touches of the

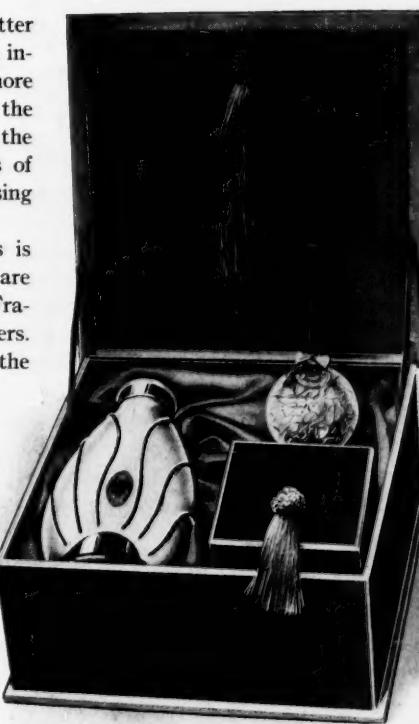


Fig. 5 Rose-colored silk forms an interesting background for the containers

colors matching the covering and lining of the boxes may be used to further emphasize the unique color effect employed.

New Packages Indicated

THAT further developments and improvements in packages for cosmetics may be expected is indicated by a statement from Georges Klotz, president of the French house of Pinaud. Continuing research in the cosmetic and perfumery trade, said Mr.

Klotz, is developing new products that are adding tremendously to the volume of business in this industry in the United States.

"This industry," he said, "has now entered the necessity stage, for creams, perfumes and cosmetics of all kinds can no longer be classed as luxuries. With astounding rapidity, the American woman has emerged from a sturdy pioneer into a distinguished and sophisticated personality."

EDITORIAL

And the Idea Continues to Grow

OVER a year ago under the heading, "Putting the Package to Work," we presented an editorial that reviewed a brief study of certain nationally known general publications which showed that twenty-four per cent of the advertising which appeared in those magazines reproduced illustrations of packages in the advertising copy. Taking the same publications of current issue we find that a similar analysis shows that the percentage has increased to twenty-nine, a gain of five per cent.

Carrying our harmless although interesting occupation further, we find that of the total advertising pages published in those magazines, 50.4 per cent covers products or services which do not make use of packages in merchandising. The balance of 20.6 per cent—after taking out the 29 per cent stated above—represents copy that applies to products which are distributed in packages although reproductions of the containers are not shown.

Considering those products which make use of packages we find, then, that the 49.6 per cent of all advertisements appearing in the publications studied represents the potential or possible users of advertising copy which includes the reproduction of packages. Already 58 per cent of these have accepted this means of display, leaving 42 per cent who can, if they will, benefit in their advertising by the use of their packages in copy.

As a measure of further opportunity that is offered in the direction of extended use of the package, it is interesting to note that of those companies displaying packages 75 per cent have given prominence to the package in the copy and layout. It may be added that in each of these exhibits the container used is an outstanding one from the point of design. Surely we can accept these considerations as substantial evidence and recognition of the high place which packages occupy in merchandising plans.

Simplification Should Be Encouraged

USERS of packages will be interested in the simplified practice recommendations and commercial standards promulgated by the Bureau of Standards of the Department of Commerce. These recommendations present in detail the development of programs to reduce current numbers by eliminating unnecessary variety in sizes, dimensions, models and types of commodities.

Available publications that bear directly on packages relate to the following: Milk bottles, which show a reduction from 49 sizes to 4; milk caps, 10 to 1; insecticide

and fungicide packages, 38 to 22; paper grocers' bags, 6280 to 4700; razor blades (systems of packing), 2 to 1, and salt packages, a reduction from 35 to 19 sizes. Recommendations, not yet published, which relate to glass containers for preserves, contemplate reductions from 36 to 8 sizes; for jelly glasses, from 24 to 7, and for apple butter jars, from 6 to 4. As will be seen, the percentages of reduction range from 25 to 92 per cent.

We see no reason why similar plans should not be adopted in most other applications of packages. Of course, there will always be specialty packages where size or form constitute the outstanding feature either from the point of convenience or design. But in the general run of packages used particularly for food and drug products, there is a wide field applicable to the economies possible through simplification. A cooperative program that considers manufacturer and user of packages cannot fail to result in advantages for both.

Adjustable Cartoning Machines

THERE has been and still is some hesitancy on the part of manufacturers of packaged goods to adopt adjustable cartoning machines. The chief difficulties encountered by users of adjustable cartoning machines, according to Frank C. Chase in an article on this subject which appeared in the May, 1928, issue of *MODERN PACKAGING*, have been that "adjustments were too many and were not sufficiently positive." However, more recent developments which have resulted from the efforts on the part of certain machinery manufacturers to improve existing designs and a demand by users of packages for equipment that permits the handling of several sizes of cartons by means of a single unit, have produced certain types of these machines that offer distinct advantages and give promise of more extended acceptance.

At the present time this development is manifesting itself principally in the drug products field where the operations on the machines are mainly those of inserting bottles, together with direction folders or inserts, into "glue-end" or tuck-in cartons. Similarly tooth paste and shaving cream in tubes are placed in reverse-tuck cartons.

So far as we can learn, the first machine, introduced in this country several years ago, handled three sizes; that is, the equipment was adjustable from one size to the others. Subsequently other machines, adjustable to two and three sizes of cartons, were manufactured and successfully met conditions that required automatic handling and yet did not justify the expense involved in the purchase and installation of single-purpose

machines. The most recent development in adjustable cartoning equipment, we understand, is a battery of five machines which will handle a variety of sizes probably aggregating at least two dozen.

As pointed out by Mr. Chase, "On some automatic machinery the adjustments are so critical that it is not only a question of minutes or even hours, but rather of days before the fine adjustments are such that the machine operates smoothly. Naturally, the more the adjustments the greater the likelihood that the machine will not be practical, not from the standpoint of mechanics but rather from a practical standpoint of the use of the machine."

That the objectionable features have been overcome is evident, however, in the fact that successful installations have been made and the interest in this type of machine is increasing.

Encouraging Better Packaging

SHOULD there be any doubt that the nation is "package conscious," one has only to note the increasing attention which is being given to so-called consumer publications to articles that relate to the utilization and promotion of packages. Particularly noticeable is the treatment of such subjects in certain of the women's magazines in which are appearing articles that deal with the economic advantages of the package as they apply to cleanliness and convenience of the goods so protected. As an example we point to an article in the March issue of *Good Housekeeping*, "Products of the Sea," in which the author, Dorothy B. Marsh, besides calling attention to those products which appear in package form, also includes directions for cooking fish as they come from the package.

A somewhat different and more extended treatment of the subject of packages appears in the *Woman's Home Companion* for March. Ernest Elmo Calkins in the second of a series of four articles directed toward the emancipation of the housewife and defining "What Advertising Really Is" says, "It is in the grocery store and in the merchandising of foods that you witness advertising's second tangible contribution to the comfort and well-being of you and your family, the first being the invention and distribution of short cuts and labor-saving devices. You now buy many things in packages, even things that do not strictly need packages, such as an electric heating pad or an alarm clock. But the sanitary and convenient packaging of food has introduced signal benefits."

Mr. Calkins continues: "A housewife disturbed by the high cost of living may ask, do not the packages add to the cost? Wouldn't the contents be cheaper in bulk? The answer is that while that was once true, when storekeeping was on the border line between the old and the new way, it is no longer. The grocer has arranged his store to sell by the package."

In the light of such publicity so well directed toward those who must make large purchases of packages, it is quite apparent that high standards in package design and display are in order.

Broadcasting and Publishing

PUBLISHING an industrial journal is not dissimilar from radio broadcasting in that both work in the dark insofar as the opinions of the "silent majority" are concerned. It is true that the so-called "returns" from radio programs have justified, in most cases, the investments of advertisers but, even so, it is doubtful if they receive a more generous response, proportionately, than the publisher who has established his paper as a service medium for the benefit of a particular industry. In each case this cooperation on the part of the audience is of assistance in suggesting an arrangement of program. On the one hand the broadcaster offers an inducement in the shape of a radio log or some type of favor or souvenir in return for an expression, while the industrial paper offers or implies that valuable supplementary service can be rendered if more frequent expression as to its contents is given.

The interest that has been shown by users of packages in this paper has indeed been gratifying. Our daily mail is a sufficient indication that a fair proportion of our readers are not unappreciative of our efforts to produce an accepted authority on questions relating to package production and merchandising. But we are not content with this expression alone for we feel that the limitations of any industrial publication are bounded only by the experiences and opinions of many within the industry which it serves. It is not possible, of course, to please "all the people all the time," but a paper can better meet the requirements of all readers when it is fully cognizant of those requirements.

To simplify a cooperative suggestion which we now make to our readers, we have included on page 62 of this issue a questionnaire in which has been listed the departments of the paper and the various subjects that have been and, in forthcoming issues, will continue to be dealt with. An expression in the direction of indicated preference will be appreciated.

An Opportunity for Argument

USERS of packages who contemplate a selection of colors for the adornment of their containers will do well to consider the opinion of Dr. M. Luckiesh, internationally known authority on colors. Says Dr. Luckiesh, "The savage prefers the pure colors—and so do we. Centuries of civilization and culture amount to nothing when it comes to momentary and absolute color preferences. Red, blue and yellow attract the savage, the child, the moron and the intellectual alike. When it comes to the emotional value of colors, all human beings are fundamentally alike. However, women have more pronounced preferences. This either indicates that they are more savage or are appealing to the savage instinct in man. I am inclined to the former view."

As far as we are concerned on the subject, we would not even venture an opinion.

Packages on Parade

Packaged Toiletries Artistically Displayed in the Windows of Retail Shops Arrest Attention, Advertise the Products and Stimulate Sales

WITHIN the past decade artistic window displays have become recognized as one of the most effective means of securing the attention of the buying public. Many of us still remember the old haphazard displays of years ago when the principal objective of the window dresser was to present as many items as could be crammed into the available space. With but little thought of the proper selection of backgrounds and less of effective lighting, the merchant of that period arranged his own displays so as to present a full assortment of his stock.

The result of this practice was that he secured very little attention for any one object displayed. With the gradual growth of business and the subsequent competition for the attention of the buying public the creation of window displays has become an art as well as a business necessity. Schools have been established where this subject is taught and the graduates of these institutions soon find employment at high salaries.

The creator of window displays today must possess a thorough knowledge of lighting effects, of color combinations and their proper treatment, sales psychology as well as ingenuity. In other words, he is the stage director of the modern store and his actors are the various types of merchandise carried by the store. It is his duty to arrest the attention of the passing public in the same manner that printed advertising copy arrests the attention of the reading public and

with this object in view he must of necessity study his public as carefully as the successful stage director studies his audience.

The locality of the store itself is a large factor in determining the character of the window display. Certain sections of large cities permit bizarre and startling effects that would be of little value in smaller communities or less fashionable sections of the same city. The retail price of the merchandise to be displayed is another qualifying factor,

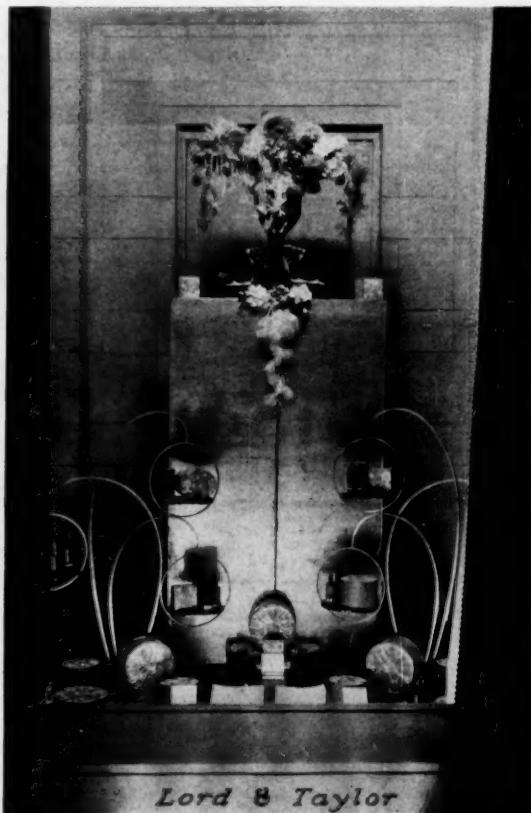
formation of the window itself as well as its surrounding environment must also be considered in deciding upon the type of display to be used.

Where skilled creators of window displays are regularly employed, as in the case of large department stores or groups of smaller stores, the solution of the window display problem is a simple one but in the case of the individual owner of a small store who must arrange his own displays the effect produced frequently lacks the power to attract attention and

increase the volume of sales. Realizing this fact the manufacturers of the products have, in a large number of instances, developed for the convenience of the owner of the small retail store complete displays which are sent to him with his order of their merchandise. These displays are so constructed that they may be easily shipped to the retailer and arranged by him in his window so as to attract attention to the products displayed.

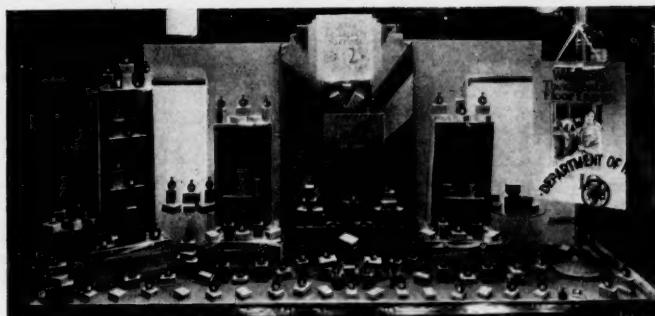
The attractiveness of the packages in which perfumes and other toiletries of today are merchandised has greatly facilitated the creation of artistic window displays. In many instances, it might be said that the packages themselves suggest the type of display to be used. Exotic perfumes in modernistic containers naturally suggest bizarre surroundings. Odors suggestive of floral fragrance packaged in

bottles or boxes decorated in floral effects provide an opportunity for the inclusion of flowers or floral colors in the display. The colors used in



Courtesy of Lord & Taylor
Attention is directed to the packaged products by the use of an effective background

for merchandise retailed at a generous profit to the store would naturally require a different setting from that sold at very little profit. Structural



Courtesy of Nauheim Drug Store

Silver, orange and gold background provides an effective setting for the black bottles

the various types of containers determines to a large extent the colors to be employed in creating the display, and the brilliancy of the package design frequently suggests the lighting effects that will produce the most artistic effect. The shape of the package itself may determine the form or design of the display fixtures.

The tendency in modern window displays featuring packaged merchandise is to limit the number of packages in an effort to attract attention to the design, the label or the characteristic color combinations employed in creating the individual containers. The sales value of this method is an accepted fact now that the value of image fixation in relation to sales volume has become more universally recognized as a determining factor.

The object of the successful window display is not only to display the product so as to intrigue the customer into entering the store and purchasing the product but to permanently fix the image of the package or label in the mind of the customer in such a manner that this particular product will be remembered when the need occurs at some later time. In this way the display acts as an intermediary between the advertising copy and the actual sale of the merchandise. Retailers have found that displays by which only a few objects are shown frequently result in sales not only of the displayed product but of other items sold at the same counter and for

this reason a display that will attract attention to the characteristic design or label of the package is preferred to one that features all the various products in any line of merchandise.

the minimum number of containers. This may be successfully accomplished by building up novel and interesting backgrounds, by the skillful use of lighting effects and the inclusion of display fixtures which provide ample display surface. Lord & Taylor's recent window of packaged toiletries is illustrative of this method. In this display a vase of flowers in pastel shades dominates the display and suggests the odors of the perfumes and other toiletries shown. Display fixtures in fragile, graceful form combine with the silver background to suggest the newness of the products as well as to give an impression of quality. The entire composition of the display is in excellent taste and pleasing color effects.

In many instances, however, when the package or container is very small it is frequently necessary to employ a large number of them in a display so as to fix the identifying characteristics by the process of repetition. The window of D'Orsay's Le Dandy perfume (upper left) is an illustration of this method. The background used is in silver and orange and the display fixtures are shallow boxes of gold lined with black and provided with gold shelves. This array forms an excellent back-

(Continued on page 58)



Courtesy of Leigh, Inc.

Natural wood tones form an effective setting for utilitarian products

The problem then becomes one of colors creating an attractive display with



Courtesy of Houbigant, Inc.

Lipstick and rouge containers in a Chinese setting

The Danger Line of Package Similarity

Protection of Established Package Design Is Accomplished by Careful Scrutiny of Conflicting or Imitative Designs Employed by Competitors

By WALDON FAWCETT

THE infinite variety of the human face has been the wonder of the ages. Yet the evidence is before us that as the population of the world increases, "doubles" in physiognomy become more and more frequent. When these startling resemblances occur in the cases of famous personages the incident is noted. Parallels of countenance among the rank and file of citizens have become so numerous as to no longer excite comment. If this be the fate of the race, how much more logical that the modern multiplication of competitive packages should result in higher quotas of "twins," or "sisters" or close cousins.

Confronted by the mounting number of instances of package duplication or near-duplication, some few captains of marketing have become cynical. They have even gone so far as to attribute the repetitions of package ideas not to the congestion to which it belongs but to circumstances of common source. They have become suspicious, these skeptics, lest the fact that a designer or a service studio constantly engaged upon package creation operate to incur unconscious reminiscence. When, in literal truth, it is the artist who knows best what is a genuine novelty in package form who is most likely to produce an innovation.

Whatever the controversies over causes, all packagers who face realities now know that henceforth they must be prepared to deal with smaller differences between packages—narrower margins of distinction in the dress of rival containers. This neces-

sity for realignment of ideas has brought in its train a lively curiosity as to just where legal authority draws the line between packages born of a common inspiration. Correspondence passing over the desks of officials at Washington seems to indicate, on the part of packagers, a considerable amount of mystification and misunderstanding as to just when competitive packages approach too closely to one another in appearance.

In an effort to clear the atmosphere, the Federal censors best qualified to speak authoritatively have been questioned on behalf of MODERN PACKAGING. Their replies do not completely answer our riddle because circumstances alter cases and there are few hard and fast rules. Moreover, the very principles of package infringement have been revised from time to time in judicial and administrative practice. In a general way, though, it is possible to visualize, from numerous concrete examples, the conditions under which the Government's arbiters conclude that package similarities are sufficient to endanger trade confusion.

IT may be added that, in that last mentioned contingency, "trade confusion," rests the Government's sole interest in package echoing and re-echoing. With trade ethics as they affect packaging proprieties the Government has nothing to do. Federal authority does not presume to pass judgment upon any of the delicate questions that may arise between package users and package engineers or supply houses. But if a junior package in a given line of trade ap-

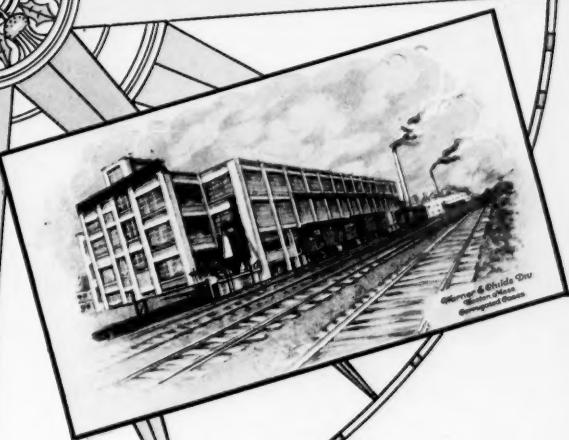
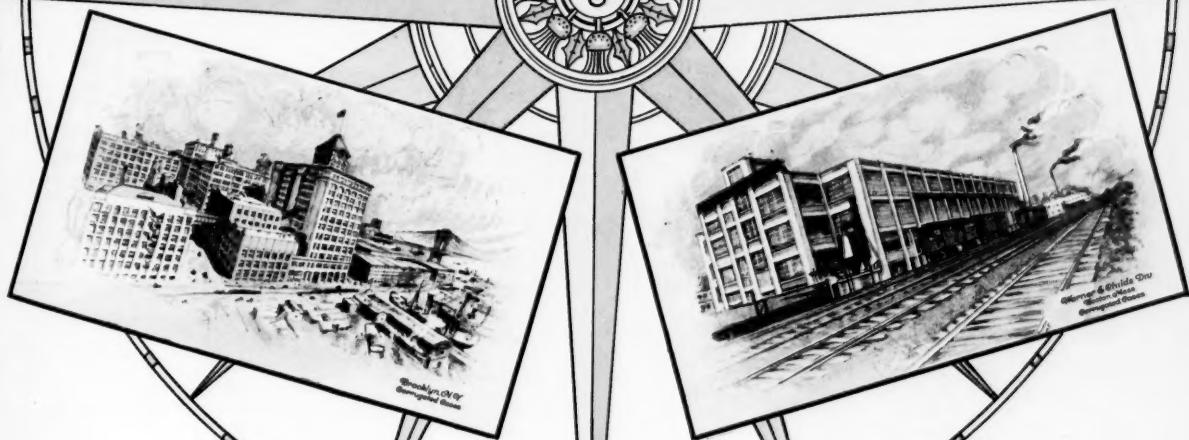
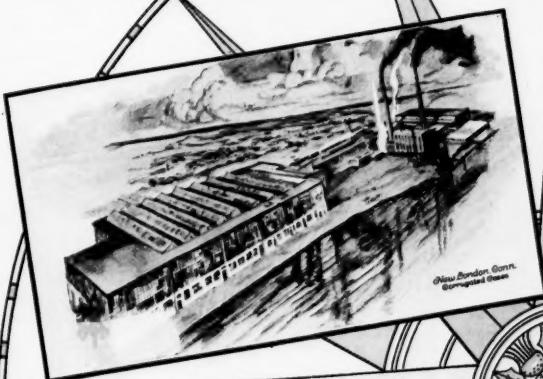
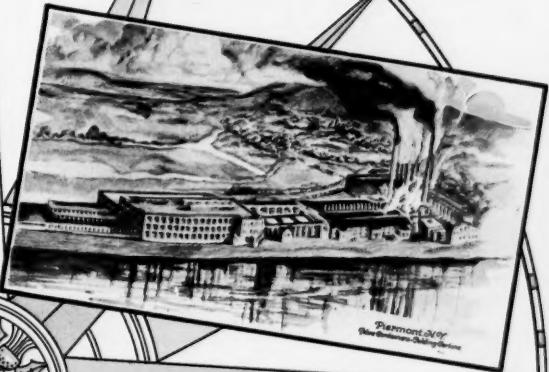
pears to the casual beholder so much like a senior package in the same field that mistake may be made or deception or substitution practised upon the everyday purchaser, then will the Federal guardian intervene. Trade mark or label infringement is likely to figure in "confusion in trade." Almost certainly there is involved an infraction of the common law against unfair competition.

Federal censors of packages have every incentive to develop an uncanny intuition as to when competitive packages overlap or mirror one another to a dangerous degree because the exercise of their duties requires these umpires to constantly discount the chances of package confusion in a future market state. Sometimes, in the course of the business quarrels which the Government is asked to referee, evidence is accumulated which musters actual instances in which a younger package has been accepted by customers in lieu of the older package that they had intended to get. But more often it is a case of a package defender taking the proverbial stitch in time. He is taking advantage of the Federal dictum that actual confusion need not have occurred to warrant redress against a package trailer who is following too close in his wake for comfort.

UNDER stress of this necessity for appraising the chances of package conflict, before a distributive crisis has been reached, the Federal experts have formed the habit of taking into the reckoning many factors that might, at first glance, appear to be

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Service consciousness is strong in the Gair Plants—the resources for rendering it are abundant and complete. They are operated under one executive control, one formula for uniformity and one method of manufacture on standardized machinery. There is no multiplication of effort nor duplication of processes—the production forces of the seven Gair Plants are principled on wide distribution. They are not half-way fabricating plants. The reach of the Gair Plants is far—distribution is extended by their ability to serve fast and well.

Sixty-five years of packaging practice.

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420 LEXINGTON AVE., NEW YORK CITY

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New York City

Boston Office
No. 10 High Street

Philadelphia Office
Liberty Trust Bldg.

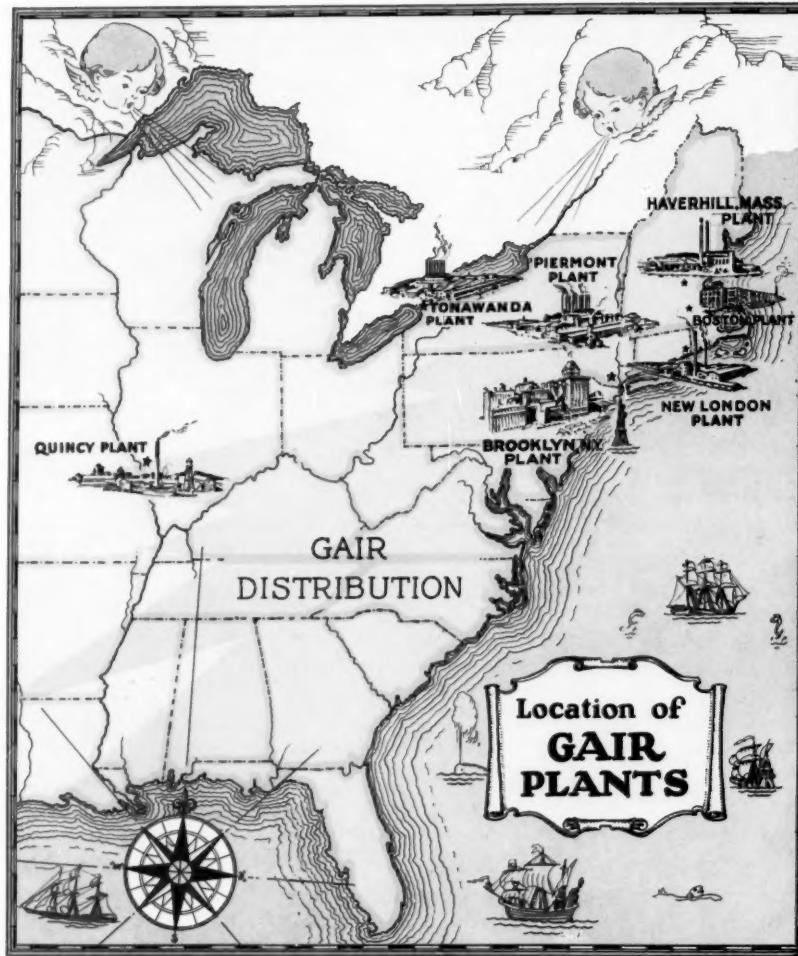
Buffalo Office
Crosby Building

Baltimore Office
Court Square Bldg.

Chicago Office
Builders Bldg.

San Francisco Office
Monadnock Bldg.

Tonawanda Office
Tonawanda, N. Y.



Mills and Factories

Interstate Division
Corrugated Cases
Brooklyn, N. Y.

Piermont Division
Fibre Containers
Piermont, N. Y.

Thames River Division
Corrugated Cases
New London, Conn.

Haverhill Division
Haverhill, Mass.

Warner & Childs
Division
Corrugated Cases
Boston, Mass.

Quincy Division
Quincy, Ill.

Tonawanda Division
Tonawanda, N. Y.

GAIR Corrugated Cases and Solid Fibre Containers are produced in four huge self-contained Plants together more than one mile in length, not counting the large resources of three additional Gair Mills noted for the extraordinary toughness of their Jute Liner and the quality of their Straw.

These Plants are organized to the peak of efficiency. There intelligent direction and high mechanical energy have developed an extensive output, which reaches the principal industrial sections of the country.

Our field men are experts in packing-room practice. If there is hidden waste in the structure of your Corrugated Case or Solid Fibre Container, they can uncover it. They know the weak points and can make your box secure. Get the most out of the trade slogan or advertisement on your Shipping Case by the apt use of color and arrangement. Our Creative and Design Department are ready with interesting advice.

Sixty-five years of packaging practice.

ROBERT GAIR COMPANY
420 LEXINGTON AVE., NEW YORK CITY

outside the picture. In speculating when package peculiarities, if shared, will make trouble, the censors are not guided solely by the physical characteristics of the package "doubles." In addition, they ask themselves, for example, whether package resemblances are more serious when matched packages are stocked in the same stores; are retailed at the same price; or are sold extensively to children, servants, aliens, and illiterates.

In weighing the question of package confusion the Federal umpires consider the clashing packages in their entirety—the ensemble appearance of each—but they also analyze separate features of the packages where the resemblances are most pronounced. In this connection, this may be as good a place as any to correct a faulty impression that is current. Not a few packagers have assumed that package collisions must be settled solely under the law of unfair competition or by invoking the police power of the Federal Trade Commission. For all that trade marks appear so conspicuously in package getup, it has been taken for granted that trade mark protection was something separate from insurance against package confusion. This belief is wrong.

Not only the U. S. Courts but the tribunals at the U. S. Patent Office recognize the interdependence of the package and the package mark. While the Patent Office does not consider the question of unfair competition in determining the question of similarity between trade marks, the similarity of packages, the dress of goods, the color of labels, etc., are considered to be material evidence on the question of likelihood of confusion. A packer of food specialties once came to grief because he shadowed a single dominant feature of a pioneer package. The newcomer's package differed in color scheme, in the names and words on the package, etc., but it played up an annular band such as had long been an outstanding feature of the older package. Therefore, a Federal court denounced the package as imitative. In so doing the judge remarked: "The evidence of the eyes is more persuasive and satisfactory than any other."

Answer to the question of when one package will be accounted dangerously similar to another is easiest when there is evidence or strong suspicion of malice aforesought. The Government has always recognized that there are instances of unconscious and unintentional duplication of package designs. Sometimes it makes allowances for unwitting repetition. But let it be shown that one packager has, without permission, borrowed the pet ideas of another packager in the same line of business and little mercy will be shown. How the judicial mind works under such circumstances was well illustrated some time ago in the shirt trade. It had been customary to pack shirts in long flat boxes. A trail-blazer by way of distinguishing his wares, introduced a short high box. Along came a rival and imitated the shape and size of the box. The Government said sharply on that occasion that one starting in business as a rival to another who has already established a reputation for the same goods will be under strong suspicion of a desire to get the pioneer's trade if he puts out a package which looks like that of his older rival.

THE degree of isolation which a package may enjoy, thanks to the Government's help or support, may be said to vary in proportion to the novelty or originality of the package. A truly distinctive package, which, it may be proved, has been adopted for the set purpose of expressing individuality, can compel reflecting packages to keep their distance. Time and again, a bottle of truly peculiar shape has been held, by the higher courts, to be entitled to immunity from seeming imitation. The doctrine applied in such cases is that with all the possible fantastic package forms that are open to adoption by a packager there is no excuse for him to approach, in his designing, the pattern which has been chosen by an established trader who is obviously striving for package privacy by means of a container model that stands apart from its fellows.

On the other hand, if a packager is content to accept a species of packaging that is common to the line of trade

in which he is engaged he cannot expect to maintain a wide gap between his choice and its neighbors. At that, the packager may attain a measure of protectable individuality by invoking a unique color scheme or by posterizing his carton with original pictures. But package form, stature, or dimension is not much of an asset for exclusiveness when the packager follows the fashion in his line or when he puts up his products in containers of the kind that are suggested by the necessities of the business.

Years make a difference in determining the danger line of package similarity. If the first to adopt an out-of-the-ordinary package has had years of undisputed possession in which to familiarize the public with the package idiosyncrasies, he may claim a broader monopoly than if he be one of several packagers who have adopted somewhat similar packages at about the same time. Just how much of a start a prior packager must have to impose handicaps on all followers is a question not to be settled by rule of thumb. Federal arbiters said, in one instance, that five years' use of a distinctive box or package for toothpicks warranted protection for the good will that had, in the half-decade, attached to that style of package. In the "Shredded Wheat" episode it was held that the carton had been used so long that it had come to mean the product of a certain producer and that rival cartons must carry warning signals to prevent the public from being deceived.

Always, the Federal sharps, when required to determine what is a safe distance between package versions, try to put themselves in the position of the innocent bystander. The test applied, when rival packages threaten to bump one another in appearance, is not whether the two could be told apart when placed side by side, but whether the differences would be sensed by a purchaser who had no opportunity to compare the packages. Hence, the Government's plot is to keep packages with like contents so far apart that no casual customer, exercising ordinary caution, is befuddled when, in shopping, he relies on the general appearance of the package and not on the name.



Supplementing the Promotional Function of a Package

Tags Carrying Description of Product, Manner of Use or Trade Mark of Maker
Increase Effectiveness of Container Display

By *F. A. LABAW*
Sales Manager, *The Denney Tag Co.*

A new note in modern merchandising is evident in the utilization of a tag which displays a trade mark, trade name, illustration or text—or a combination of all four—for the purpose of stimulating interest in and creating sales for the packaged product upon which it appears. In brief, it is a tag used for advertising purposes; it tells the public what the product is, who made it, why the product is better than other products, and how to use it. Advertags sell and increase the effectiveness of all other types of selling effort.

The real need for the advent of this type of tag has been apparent to many manufacturers during the last few years, mainly on account of the lack of enthusiasm and knowledge displayed by the average retail clerk who, in the last analysis, actually handles the sale of the manufacturer's product. Regardless of the huge sums of money spent on a national advertising campaign, the manufacturer's sales story is rendered impotent if the retail clerk fails to remind the customer that "this is the product advertised" and emphasizes its selling points.

Such tags are attached to the outside of sealed packaged goods or to the article itself where goods are sold from open packages, boxes, or display containers. The accompanying illustrations show several tags which have been used with packages of various types.

The advertag used by Levinson Packing Co. suggests immediately a ham by its shape, tells the customer that it is from a peanut-fed hog and on the reverse side suggests that "to obtain the full flavor this ham should be soaked in cold water from two to four hours before cooking."

The Rauh & Mack Shirt Co. use a tag that serves as a guarantee for their "Adelphia" shirts. The tag is designed with a special slot to fit over the shirt button on the front of each shirt and carries a statement that assures satisfactory wearing qualities for the garment.

Continental Trunk & Bag Co. make use of a tag in the form of a seal which carries their trade mark "Travelsafe Insured Luggage," as shown, and on the reverse side explains that this tag is a guarantee for one year and carries a space to be filled out by the dealer showing the date sold.

Another use of the advertag on packaged goods is in the converting of the old-fashioned shipping tag into a tag of real advertising value. A survey, recently conducted, proved that the average shipment is seen by fifteen to twenty individuals before it reaches its final destination. Of this number some, of course, are prospects for the commodity being shipped. It therefore follows that identifying every shipment will give the manufacturer additional advertising. This idea is clearly shown by the tag used by the Keystone Fruit Co., shippers of butter, fruit and vegetables. At present they are putting much of their sales effort behind special brands, chief of which is Blue Ribbon creamery butter. Every shipment carries the cleverly designed tag in the form of a Blue Ribbon Butter carton, shown in the illustration, the reverse side of which is a regular shipping tag.

The Bay State Fishing Co., Boston, Mass., make use of a tag cut to the shape of a fish and carrying the trade mark of their "Forty Fathom" brand on one side while on the other is designated the particular variety of fish. The Winship Migrator hand luggage tag features the manufacturer's trade mark, while the reverse side serves as a marker for style, size and price. Instructions for use of the product, as well as identity, are obtained for the manufacturer by use of tags like the one used by Ilona Mills.

While golf bags are not regarded as packaged products, the tags attached to the Par-Bags of the Pocono Rubber Cloth Co., Trenton, N. J., offer interesting examples of tags that show a miniature reproduction of the product. Bonser dolls are nationally advertised, but when a customer enters the doll department of the average department store to purchase, how much chance is there of the retailer's clerk picking out a Bonser doll from the many kinds carried and trying to make a sale? The advertag they are using fairly shouts the manufacturer's identity by saying: "I am a Bonser Doll."

J. Wise & Sons use one side of their tag as a guarantee and give instructions for regrinding their shears and instructions for their proper use on the reverse side. Also in the hardware line, Sargent & Co. make use of a tag carrying an approval seal on one side and a guarantee of the tool on the other.

The Johnson & Johnson Co. have adopted a distinctive and novel tag, which is attached to every can of talcum powder, inviting the customer to tear off the coupon and mail it in for a free sample of Baby Soap. The advertag in this case demands attention value as it must be torn off the can before the powder can be conveniently used.

The tag used by the Gibbs Underwear Co. is attractively designed to gain attention value and also gives a description of the materials used together with the price. The Stromberg-Carlson tag, triangular in shape, carries a guarantee that protects the buyer and also assures him of the prestige which that company enjoys.

From the foregoing it can be seen that the simple tag has been elevated to a position of prime importance as a merchandising factor and is a distinct aid in tying up all forms of advertising with direct selling effort at the point of sale.



Packaging Food Specialties

Attractive Packages and Labels Are Used to Introduce a New Product and Maintain the Popularity of an Established Specialty

By K. M. REED

OME time ago the Beech-Nut Packing Company of Rochester, New York, decided to market a type of cracker previously manufactured only by English food manufacturers. For many years this type of cracker, or biscuits as they are commonly called, had been imported in large quantities and sold in the American market with marked success and the Beech-Nut Packing Company considered that this field, as yet untouched by American manufacturers, presented an excellent opportunity to enlarge the range of its line of food products.

The packages in which the products of English manufacturers are sold are partly responsible for the high retail price of these specialties. These products must, of necessity, be so packaged that they will reach the consumer in perfect condition. Then, too, the packages employed must protect the product from variations in temperature, atmospheric conditions and damage from handling during the time the package is in transit. All these factors in addition to the necessarily high tax on specialties of this character results in a high retail price and a limited market.

It was decided to concentrate on six varieties—Cream Crackers, Molasses Chips, Butter Sweets, Chocolate Tea Wafers, Scot Cake and

Fruited Oat Cookies. A well-equipped experimental laboratory was installed in the plant and the various mixtures were subjected to exhaustive test. All the ingredients were carefully tested and the finished products were tested for flavor, moisture content, creaminess and eating quality. This practice is still continued and each batch mixed is rigidly examined in an effort to maintain the high standard of quality.

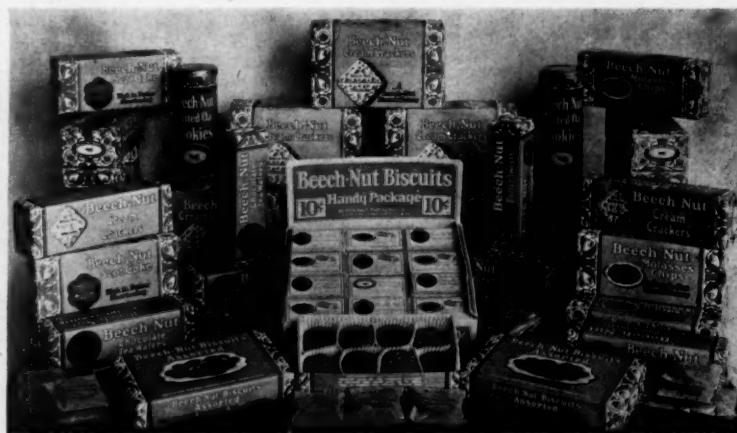
Three types of packages were selected: wax-lined, double wrapped cartons, cylindrical lithographed tin cans, and small introductory wax-wrapped cartons.

The standard package is the wax-lined, double wax wrapped carton. The carton blanks are fed to a carton-

spread on trays on the third floor of the factory. The filled trays then pass through a continuous oven and are removed by operators who place the trays in a slotted elevator where they descend to the packaging unit on the floor below. These trays pass in front of a double row of operators, below the conveyor belts carrying the formed cartons. As the trays pass in front of the operators the imperfect or scorched crackers are removed and dropped to another belt placed about a foot below the one carrying the trays. The operators then collect the crackers and assemble them in rows on stationary racks and as the cartons are lifted from the moving belt they are filled and replaced on another belt leading to the wrapping machines.

AT the end of this belt the filled cartons are fed to a machine that folds the wax lining and closes the carton. It then enters the wrapper where an all-over wrapper is passed around the carton, glued and sealed on one side, the ends tucked in and the oval Beech-Nut label is

applied. The wrapper used is decorated with a classic scroll design in blue and gold on a white background. This wrapper is printed with the name of the cracker, the name of the company and a facsimile in natural colors of the type of cracker enclosed in the package.



Display of Beech-Nut biscuits in various type packages

forming machine where they are formed, the lining is placed in position and the carton, ready for filling, is transferred by the machine to a conveyor belt so placed that it passes between the double row of operators at the filling tables.

The crackers are mixed, cut and



Forming and wax-lining biscuit cartons



Check-weighing assures uniformity of the product

The wrapped cartons are then piled on small trucks and removed to the shipping department on the first floor of the factory.

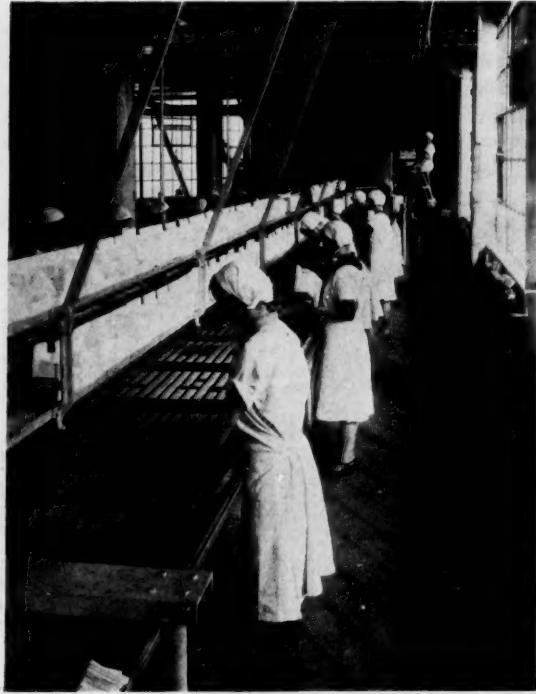
The packaging of the "Handy Package," retailing at ten cents, is accomplished entirely by manual labor. Large wooden boxes are filled with the crackers and conveyed to the packing department handling this type of package. The filled cases are placed on racks on the filling tables at which the operators are seated and a supply of shell cartons

is placed close at hand. The operator assembles ten crackers in a row, places them in the carton and passes the filled carton over to the wrapping table. At this table they are wrapped in waxed paper, the side and ends passed over a heating unit built into the wrapping table and sealed. The wrapped cartons then pass on to another unit where the label, a miniature of those used on the larger cartons but developed in different colors, is wrapped around the carton, glued and sealed.

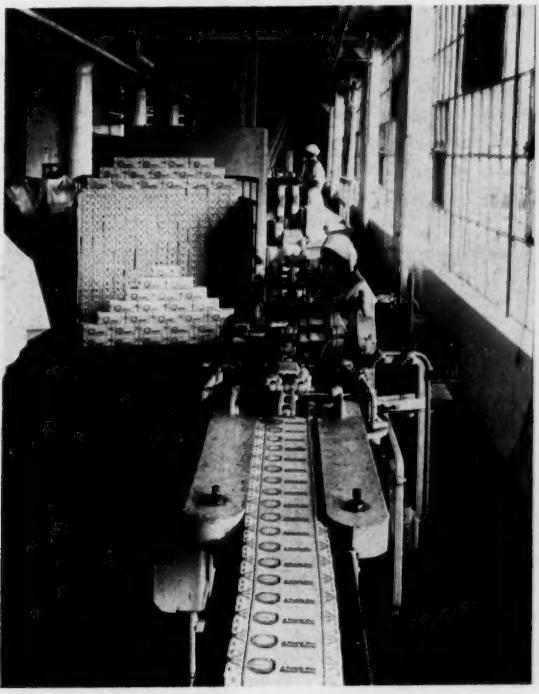
These "Handy Packages" are then assembled in a counter display container holding one dozen packages and moved on to the shipping department.

THE lithographed cylindrical cans are also packed by hand. These cans are decorated with a design similar to that employed on the standard carton and closed with a lock-tight cap. They are packed in one-dozen lots in fibre shipping cases.

In this instance the package can be accorded a large measure of the credit



Operators assemble biscuits and fill wax-lined cartons



Filled biscuit cartons proceed through wrapping machine

for the successful launching of a new product. These crackers, the equal in every way of the foreign product, are retailed at a much lower price, principally because of the savings effected by modern methods of packaging and merchandising. As a result of this lower price they have met with success in competition in a market previously controlled by a foreign product.

Another section of this plant is devoted to the canning of Beech-Nut Brand Spaghetti. This product is carefully prepared from selected ingredients, many of which are also manufactured by this company.

The sauce is compounded of cheese, which has been tested for quality and flavor, tomatoes and selected spices. This sauce is mixed and cooked on the third floor of the plant and conveyed by glass-lined pipes to the floor below where the filling machine is located. The spaghetti used in this product is manufactured in another factory of the Beech-Nut Packing Company and shipped to this plant for use in the manufacture of this product. It is cooked on the second floor of the plant close to the canning department in large kettles. Each batch is subjected to the same amount of cooking under the same

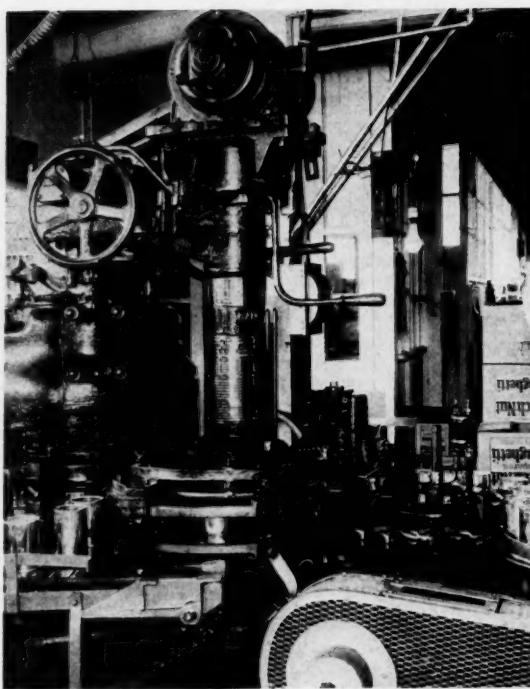
conditions to assure uniformity of the product. Each cooked batch of spaghetti is drained and moved to the porcelain basins placed in front of the operators. Cans are unloaded from the freight cars and conveyed overhead the length of the building and pass through a washing machine, after which they are inspected and carried on to the filling tables, having been placed in an upright position by a special screw conveyor. Operators stationed on either side of the conveyor remove the cans

from the belt, placing in each can an amount of cooked spaghetti which, through long practice, they estimate as the proper amount. These cans and their contents pass to another set of operators who weigh each and every can to an exact amount which has been predetermined, adding to or taking from the contents to obtain the correct weight.

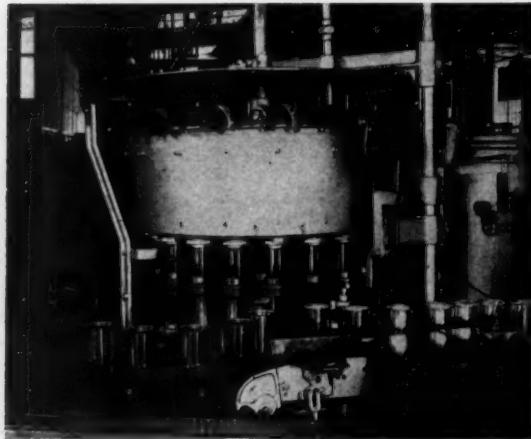
THE cans are then replaced on the conveyor belt and travel to the saucing machine where they receive the correct amount of the sauce. The filling units of this machine are equipped with valves regulating the amount of sauce and each can is filled to the brim. The filled cans then pass through the sealing machine and from there to a large table. An operator stationed at this table collects the cans into large iron baskets, each holding about four hundred No. 2 cans, and the baskets are conveyed by means of cranes to the pressure cookers. A battery of pressure cookers receives the filled baskets and the cans are thoroughly cooked at high pressure for the allotted time.

The baskets are then removed from the cookers and are deposited in the

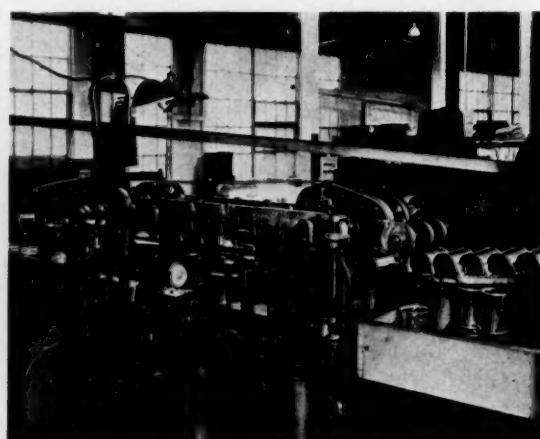
(Continued on page 54)



Filled cans are vacuum sealed



Vacuum filling machine places sauce in spaghetti filled cans



Filled and sealed cans are automatically labeled at high speed

The Size and Shape of a Package—I

Selection of the Correct Package Form Depends upon a Consideration of All Conditions Involved in the Production and Merchandising Programs

By EDWIN L. LEY

Package Design Corporation

THE correct size and shape of a package for any given commodity depends primarily on the character of the product and the conditions under which it is sold. Generally speaking, however, the rules governing the selection of the proper form for packaging any product may be grouped as follows:

- A. Attractive appearance
- B. Protection of contents
 - a. During shipping
 - b. While on display
 - c. While in use.
- C. Advertising value
 - a. Suggesting character of the product
 - b. Carrying the trade name, message and name of manufacturer
 - c. Suitability for use in the various types of advertising.
- D. Economy
 - a. In materials used
 - b. Time element of production
 - c. Shipping and selling costs.

It would be impossible to cover all the branches of the packaging industry in an article of this length and for that reason I have chosen for the purpose of illustrating the laws governing the selection of sizes and shapes of packages in all branches of the industry, two classifications—food products and toiletries. These two branches present an opportunity to demonstrate two entirely different sides of the question.

All package values depend upon the physiological laws governing

sight. As the appeal of the package itself must be directed primarily to the eye a working knowledge of these laws is essential to the creator of packages. Although it is unnecessary for the manufacturer himself to delve into the fundamental laws governing visual perception, he should be in a position to determine whether

tivity one of the memory groups. The habits of association acquired over a period of time are a large factor in determining the most effective package form.

Certain color tones have, because of the velocity of their light waves, the ability to command instant attention. Orange and red packages on a

shelf filled with packages in other colors will be seen first because of the fact that they are saturate colors possessing a high velocity. Frequently

the color employed in the design of the package is instrumental in creating an impression of size. Tests have demonstrated that packages presenting a large surface in white, yellow, orange or red appear much larger than those presenting the same area of space in blue, purple or black.

In packaging food products and many other kindred lines it is frequently desirable to select a package form that will give the appearance of being larger in size than it really is. In the choice of a package form for an expensive perfume the reverse is frequently employed to suggest the exclusiveness and rare quality of the product.

SIMPLY defined, sight is merely the action of light and color rays upon the visual field of the eye, combined with the nervous excitation of

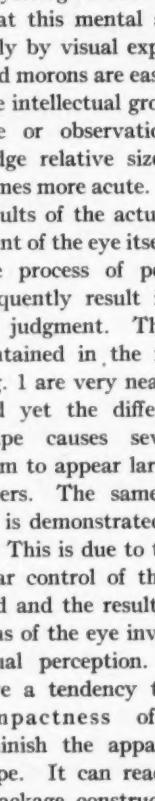


Fig. 1 Compactness of form diminishes apparent areas

memory centers located in the brain, caused by these stimuli. Therefore, the most attractive package form is one that causes a pleasant visual sensation and stirs into instant ac-

JUDGMENT of relative sizes and shapes is the result of both sensory and intellectual activities plus the knowledge gained by actual experience in the comparison of objects within the field of vision at the same moment. At one time the

ability to judge relative values of forms was considered by scientists to be inborn, but the results of later physiological tests have demonstrated that this mental attribute is gained only by visual experience. Children and morons are easily confused but as the intellectual growth increases with age or observation the ability to judge relative sizes and shapes becomes more acute. However, certain results of the actual movement of the eye itself during the process of perception frequently result in errors of judgment. The areas contained in the forms in Fig. 1 are very nearly alike and yet the difference in shape causes several of them to appear larger than others. The same principle is demonstrated in Fig. 2. This is due to the muscular control of the visual field and the resultant motions of the eye involved in visual perception. These have a tendency to make compactness of form diminish the apparent area of the shape. It can readily be seen that a package constructed in the shape of the forms shown at left, center and right of this illustration will appear larger than either of the other two forms.



Although the weight of the contents of a package, particularly in food products is regulated by laws and custom some packages appear because of their shape and apparent size larger than others. The use of a package which appears larger than it actually is cannot be interpreted as an attempt by the manufacturer to defraud the buying public. It is, rather, an appeal to the bargain-hunting instinct inherent in all those engaged in any type of commercial activities. As the psycho-analysts would designate it, the instinct of self-preservation, considered by them the strongest of all human instincts.

Because of the anatomical construction of the eye, observation of an object from side to side is more easily accomplished than from top to bottom. It is for this reason that short, broad packages and containers pre-

sent a greater appeal than those of the tall, narrow variety. As there is a tendency in visual perception to follow beyond the outline of an object, a round container which presents no eye-arresting edge will appear larger than a square one, although the contents and actual area may be the same. It is possible, however, to include in the design of the package lines or arrangements

this apex over an imaginary line and beyond.

SOLID black or dark colors employed in the package design have a tendency to decrease the illusion of size because they reduce the velocity of light and color waves. The line marked *a* in Fig. 4 appears longer than either *b* or *c* because its construction is such that it permits a greater radiation of light waves than the other two.

While it may appear that I have gone far afield in this discussion of optical illusions in packaging, a knowledge of these idiosyncrasies of visual perception is of great importance in designing a package. Application of these fundamental laws will result in the added attractiveness and saleability of the package and they are of paramount importance in deciding the proper size and shape to be employed. Armed with this knowledge the creator

of a package design will be able to produce through his selection of color, form and size the illusions the manufacturer desires.

The first function of packages in the earlier history of this industry was protection of the product. More recently packages have become recognized as an important aid in merchandising and are being called upon to advertise and sell the product. In the main, however, in all branches of manufacturing the primary purpose of the package is protection.

Manufacturing centers are in many cases far removed from the point where the merchandise is sold and shipping problems enter into the selection of the proper package form. The size and shape of a protective container depends to a large extent on the character of the product to be packaged. Economy in shipping depends upon the selection of package forms that can be safely shipped over long distances without damage to the product and without loss through wasted shipping space. Packages in odd or irregular forms require special

Fig. 3 Lines employed in package design frequently result in size illusion

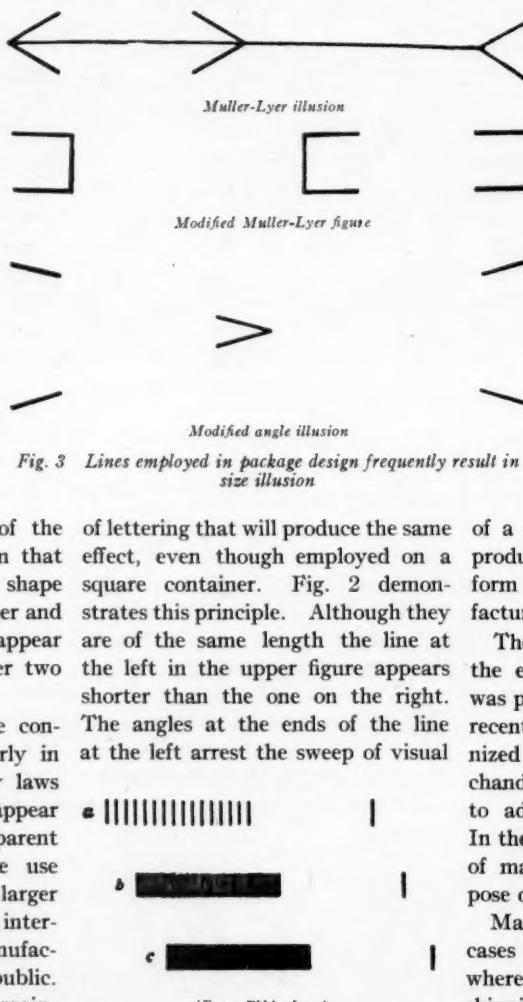


Fig. 4. Increased radiation of light waves results in apparent increase in length of lines

perception while those on the right have a tendency to lengthen it. The center figure demonstrates the same principle but in this instance brackets are used instead of triangles. The triangle at the left of the lower figure appears larger than the one at the right because of the solid lines employed in forming the apex and the resultant motion of the eye from

(Continued on page 51)

Wrappings for Confectionery*

Simplicity in Design and Economy in Production Cost Apparent in Described Details
Covering Eight Types of Candy Packings

By E. T. ELLIS

IN this article it is my intention to limit attention to eight frequently-used types of confectionery packings. Considerable care has been taken in selecting these eight, and it is believed, therefore, that they will prove to be exceptionally interesting. Confectionery slabs of elaborate design can be wrapped in papers of simple design and, as a rule, the simpler the packings are kept, the better for everybody concerned.

The actual nature of the wrapping is subject to a wide variation in the examples shown as in any other group which might be studied. Thus, while silver paper (lead foil) is used mainly for chocolates, grease-proof paper is a much wanted material, and again many types of confectionery wrappings have to be prepared of paper of such quality that attractive printing in one or more colors is possible on the outer or exposed surface.

FIG. 1 illustrates a type of packing often used by confectioners for sealing card cartons of biscuits. Considering the various parts, A is the top, B the base and C is the front, while the back is made up of E and 2E, the latter strip having a brushing of adhesive at points F and G. The strip D is the usual attachment flap and it will be noticed that it is much larger than 2E; in other words, after folding over, a portion of D is left exposed, the adhesive on 2E holding it, however, quite securely.

Right-angled bends are arranged for along the lines HH, JJ, KK and

* Readers are asked to note that occasionally confectionery packings are patented or otherwise protected. In all cases, therefore, before proceeding with the production of the types described and others, the usual inquiries should be made through patent agents.

LL, while printing is required on the outer surface in the two directions shown by the arrows on A, and in one direction as shown by the arrows on B, C and E. This biscuit packing may be printed in several colors. It is not provided with ends, as will be evident when the model is cut out and folded as directed.

As to actual dimensions of this type of paper wrapping, the following should be noted: total length, 6 in.; total width, $2\frac{1}{4}$ in.; area of end, $1\frac{5}{8}$ in. by $2\frac{1}{4}$ in.; total weight, under $\frac{1}{4}$ oz.

In the case of the above model it will be noted that the ends are open. Fig. 2, the front and back are open, or in other words, this type of confectionery biscuit packing has neither front nor back. While primarily used for sealing silver-paper-wrapped chocolate biscuits, bands of this type have been used for many other purposes, and occasionally shorter transverse types are met with, i. e., instead of being used along the length of the example shown and having neither front nor back, they are used across the width of the biscuits, in which case they are provided with open ends.

CONSIDERING the various parts of Fig. 2, A is the top, D one end and E the other, and the base is made up of B, with its shaded adhesive strip F, and C which overlaps F and completely conceals it, adhering firmly thereto.

Bends, which may be full right angles or which may conversely be made up of pairs of acute and obtuse angles, are required along the lines GG, HH, JJ and KK, according to whether the biscuit ends are right angled or otherwise. Printing is de-

manded on the outer surface of the top in several directions as shown by the various arrows, but the whole of the outer surface of the strip may carry some printed design, in spite of the fact that actual wording is limited to A. Packing men should note also that printing may be asked for, not merely in several directions but in a number of different colors, and that, although bands exactly similar in general type may be ordered in long numbers, for each distinct type of biscuit slight differences in the printing in wording and coloring have to be arranged for.

As to actual dimensions of this type of paper wrapping, the following should be noted: total length, $7\frac{7}{8}$ in.; total width, $\frac{3}{4}$ in.; thickness of wrapped biscuit, $\frac{1}{2}$ in.; width of overlap, $\frac{3}{4}$ in.; weight, well under $\frac{1}{4}$ oz.

FIG. 3 shows two types of wrappings for pineapple bonbons. The inner wrapping is of unprinted grease-proof paper. The shape of the bonbon is roughly shown at H, which may be considered to be the base of the inner wrapping, while F conversely is its outer base, A is the top, D the front, E the back and G the overlap strip. The ends of this wrapping are made up of B, T, 2B and C, U and 2C. The lines SP and SQ are the left-hand fold lines, while those lettered PR and QR are the corresponding right-hand fold lines. Right-angled bends are arranged for, as will be expected, along the lines LL, MM, NN, PP and QQ, as well as along JJ and KK. The fold lines are, of course, double right angles, i. e., the paper is folded twice over.

With regard to the outer wrapping which is sketched separately, this is

of ordinary confectionery paper not specially prepared to be greaseproof. The parts are the same as indicated in the inner wrapping but, as will be expected, the outer one is made a shade larger. The folding or bending arrangements are identical and need not, therefore, be rehearsed a second time, but the main interest as regards the outer wrapping centers in the direction of the print.

In the case of the outer base F it will be seen that there are two arrows, and printing is required on the outer surface in both these directions. A small amount of printing, often only one word, is required in the direction of the arrow on E, while a similar amount of printing, but in the opposite direction, is generally ordered on the strip D. A printed design not necessarily carrying any wording is almost always ordered in the direction of the arrow on A.

perfect square); area of end after folding, $1/2 \times 1/4$ in. as before; total weight uncharged of this outer and the above inner wrapping together, under $1/4$ oz.

FIG. 4 shows a single-piece wrapping, again of specially prepared greaseproof paper, for the packing of the increasingly popular milk caramel stick. The approximate length of the particular stick in question is sketched at B, but confectionery packers are aware of the fact that much larger sticks are also on the market and occasionally smaller ones, both as regards length and regards bore, may have to be wrapped.

This paper packing, therefore, consists of a rectangular strip A, A, in or about the center of which is placed the actual caramel stick B. After rolling this up, open ends are left as indicated by C and D and these are

type. No printing of any kind is required on the inner surface, and in any case owing to the transparency of the paper employed it would be difficult to read if over the other.

As to actual dimensions of this type of paper wrapping, the following should be noted: length of strip, $5\frac{1}{2}$ in.; width of strip, $2\frac{3}{4}$ in.; diameter of circular end or bore of stick, $1/2$ in. only; total weight of strip, well under $1/4$ oz.

FIG. 5 shows a simple single-piece confectionery packing for containing circular chocolate creams. The sweetmeat is placed in the center of the wrapping, and its approximate shape or rather the area of its circular base is sketched out at A, the wrapping strip being made up, therefore, of A plus B. Although silver paper (lead foil) is mainly employed, other types have come to my notice, where

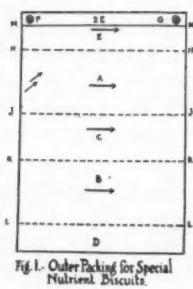


Fig. 1.-Outer Packing for Special Nutrient Biscuits.

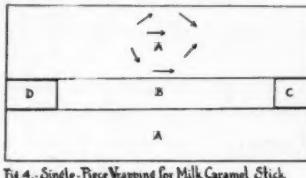


Fig. 4.-Single-Piece Wrapping for Milk Caramel Stick.



Fig. 2.-Single-Piece Paper Band of Chocolate Biscuit Trade.

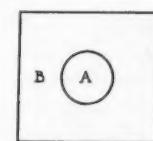


Fig. 5.-Single-Piece Silver Paper Wrapping for Circular Chocolate Creams.

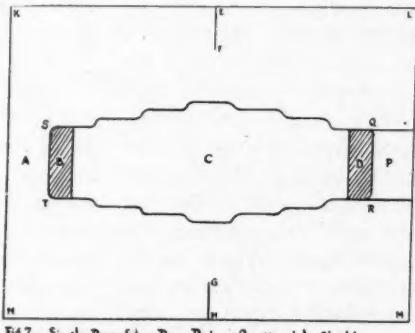


Fig. 7.-Single-Piece Silver Paper Packing for Chocolate Shield.

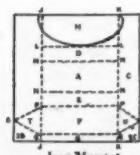


Fig. 3.-Outer & Inner Wrappings for Pineapple Bonbons.

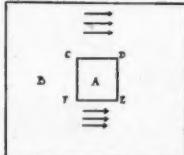


Fig. 6.-Single-Piece Grease-Proof Wrapping for Chocolate Toffee Trade.

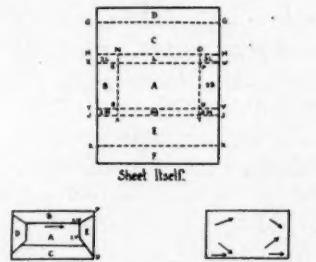


Fig. 8.-Single-Piece Outer Packing for Slab of Mint Cake.

Actual dimensions of this type of paper wrapping are as follows:

Inner wrapping—total length, $2\frac{1}{4}$ in.; total width, $2\frac{1}{4}$ in. (this example forms a perfect square); area of end after folding, $1/2 \times 1/4$ in. Outer wrapping—total length, $2\frac{1}{2}$ in.; total width, $2\frac{3}{8}$ in. (this example when opened out does not form a

twisted and the tips are then bent over.

Printing is required on the outer surface of this example in one color, but in several directions as shown by the various arrows thereon. Some examples contain as much as nine lines of print, but half-a-dozen of these lines usually consist of small

the shape alike of the wrapping and of the sweetmeat are identical, and packing men should not, therefore, be averse to supplying any type of paper, colored or plain, which may be specially wanted. With rapid machine folding or wrapping which is now in vogue in practically every confectionery factory, the wrapping

indicated is quite adequate, although if an attempt be made to wrap the sweetmeat in it by hand, it will be found difficult to conceal it completely with so small a paper covering.

Actual dimensions of this type of paper covering are as follows: total length, $2\frac{1}{2}$ in.; total width, $2\frac{1}{4}$ in. (this model does not form a perfect square); diameter of circular cream sweetmeat, 1 in.; thickness of chocolate cream, $\frac{3}{4}$ in.; total weight, well under $\frac{1}{4}$ oz.

FIG. 6 shows another simple type of single-piece paper wrapping, this time the model being widely employed by the chocolate toffee trade. The shape of the sweetmeat, or rather the area of its square base, is sketched at A, and the paper wrapping, therefore, consists of A plus B.

Right-angle bends are made along the lines CD, DE, EF and FC in the paper covering the base of the sweetmeat, while similar right-angle bends are required over the top edges of the block of chocolate toffee. The ends frequently are merely twisted in opposite directions, but sometimes they are made up of double folds similar in character to those illustrated in Fig. 3. Six lines of print may be ordered on the outer surface of the wrapping in the direction of the pair of trios of arrows.

Dimensional details of this type of paper covering are as follows: total length, $3\frac{1}{4}$ in.; total width, $2\frac{3}{4}$ in. (this wrapping forms a rectangle instead of a square); area of actual block of sweetmeat (base or top), $\frac{3}{4} \times \frac{3}{4}$ in.; thickness or depth of chocolate toffee block, $\frac{3}{8}$ in.; total weight, well under $\frac{1}{4}$ oz.

FIG. 7 illustrates a confectionery line of elaborate design for which only a simple paper wrapping is required. The chocolate shield itself is shown by C, B and D, and the paper wrapping is made up of a simple rectangle of silver paper KLMNK. In other words, the wrapping comprises A plus B, C and D. In some examples the line KL is bisected by a short slit EF and similarly the line MN is bisected by a second slit shown at GH. These cuts enable the lead foil to overlap the curiously shaped

shield more completely than is possible with an unslotted wrapping.

The angles made by bending the lead foil along the base of the shield are acute angles, while those made by folding the foil over the top of the shield are obtuse. After folding the paper over, open ends are left, one of which is shown at P. This is folded over underneath the base of the shield, and its underlap then corresponds with the shaded portion D, while the underlap of the other end corresponds with the shaded portion B, acute-angled bends being made as will be expected along the lines QR and ST. These paper-wrapped chocolate shields are then slipped into specially prepared paperboard packets, and as these outers carry the print, it follows that no printing of any kind is required either on the outer or inner surface of the lead foil wrapping itself.

As to dimensional details of this type of paper wrapping, the following should be carefully noted: length of wrapping measured along the line NM, $7\frac{1}{2}$ in.; width of wrapping measured along the line ML, 5 in.; length of shield itself, $5\frac{3}{4}$ in.; maximum width, $2\frac{1}{8}$ in.; maximum thickness of shield slab in center, $\frac{3}{8}$ in.; average thickness of shield slab, $\frac{1}{4}$ in.; weight of wrapping, under $\frac{1}{4}$ oz.

FIG. 8 shows an interesting outer wrapping used by manufacturers of a popular European sweetmeat, namely, slab peppermint cake. The material employed is white opaque paper, while the inner wrapper, the design of which is less elaborate and is not drawn, is made of transparent greaseproof material.

Referring to the sheet of the outer wrapping, the cake slab is drawn in the center of the top and is indicated by A, the full top consisting of A plus B plus 2B. The front and back of the paper packing are made up of the strips L, 2L and 3L in one case and M, 2M and 3M in the other. The base is made up of the four pieces F, E, C and D. It should be noted that D overlaps C and F overlaps E and their joint overlap contains no less than four thicknesses of paper.

Right-angled bends are required along the lines GG, HH, XW, YV, JJ and KK and along the two shorter

lines NS and OT. The bends along GG and KK, while at first being single right angles, are ultimately doubled in order that the paper may come over as already described. When folding has been completed we are left with a pair of open ends.

The base of this outer wrapping is sketched separately. We find that A is the four-thickness overlap already referred to, this being extended under D and under E, to the left and to the right, and carries a few lines of print on its outer surface. The entire base consists obviously of A plus B plus C plus D and plus E, but B and C are made up of a single thickness of paper, while portions of D and E are made up of no less than eight thicknesses. These last (D and E) form the turned-over end flaps by means of which the open ends mentioned in the previous diagram are closed. The line PU in the present drawing of the sheet itself then corresponds with the line PU in the present drawing of the base, while approximately half the length of the line WV in the drawing of the sheet corresponds with the line 2W2V in the present sketch. The other end is manipulated in the same manner, and from this it will be evident that the end B of the sheet itself forms the underlap D of the base, while the end 2B of the sheet forms the underlap E of the base. D and E are attached to A in most instances by the use of a drop of sealing wax.

THE top which is sketched separately, this being the same size as the base, is only drawn individually for the sake of clearness in regard to the directions in which it must be printed. Printing is confined to the outer surface of the top, but may be placed in a number of different directions. The most important of these are shown by the arrows, although there are a great many variations. The top may be printed in two or more colors and with a colored or photographic illustration over a portion or the whole of it. In the example before me the printing is limited to half-a-dozen lines, but there are many cases where more printing may be required.

(Continued on page 64)

Changing to a New Bottle

Hinze Ambrosia, Inc., Packages a Skin Tonic in the Modern Manner in Preparation for an Extensive Advertising Campaign

IT would be of interest to know just how many types of bottles have been used in the past to package Ambrosia. This product was developed by a chemist at the Court of Napoleon III of France sometime in the years between 1852 and 1870 for the use of members of the Emperor's entourage and it was probably packaged at that time in bottles of many shapes and sizes. One can readily imagine that the ladies of the court were most particular about the appurtenances of their dressing tables and it is likely that this product has appeared in elaborately etched glass and bejeweled containers to match the decorations with which the ladies of the Imperial Court surrounded themselves.

After the war of 1870 and the subsequent dissolution of the Court,

the chemist who had developed the formula for this product emigrated with his family to the United States, bringing with him his treasured formulas. For a long period of time Ambrosia, as well as other lotions he had developed, was manufactured only for the use of his own family and a few intimate friends.

Still later one of his descendants opened a beauty shop in Buffalo, N. Y., and the commercial life of the product began. At first it was employed in skin treatments given in the shop but as its beneficial effect became better known, patrons requested bottles to take home for use in the daily care of the skin. No one seems to remember what type of bottles were used at that time but it is likely that customers brought their own to be filled or it was sold in any type of bottle available.

to take care of the growing business. As the bottle then in use was out of date the first step in a merchandising program was the selection of a suitable container and labels. Various types of bottles were subjected to tests before the present one was decided upon.

FOR convenience in handling a round bottle was considered most suitable but a completely rounded bottle appeared small in comparison with the old style container, although the quantity of liquid contained was the same. It was decided to market the product in four sizes and although a round bottle in the two smaller sizes fitted the hand comfortably, the same bottle in the two



Fig. 1 Simplicity and legibility make for effectiveness in this bottle

WHEN the family moved to New York City the same line of business was continued and with the increasing popularity of the product a special type of bottle was selected to provide a suitable container for retail sales. This bottle was flat on both sides and had a decorative glass stopper. It was labeled with the name of the product and the address of the beauty shop where it could be obtained. At this time it had never appeared in advertisements but depended for its sales promotion upon the results obtained from its repeated use and the consequent friendly publicity accorded by those who had taken the treatments at this shop. Gradually, as it became better known, a demand was created and beauty shops and department stores in various sections of the country began to stock it in small quantities.

As the volume of business increased the problem of distribution became too large for the shop to handle and a company was formed

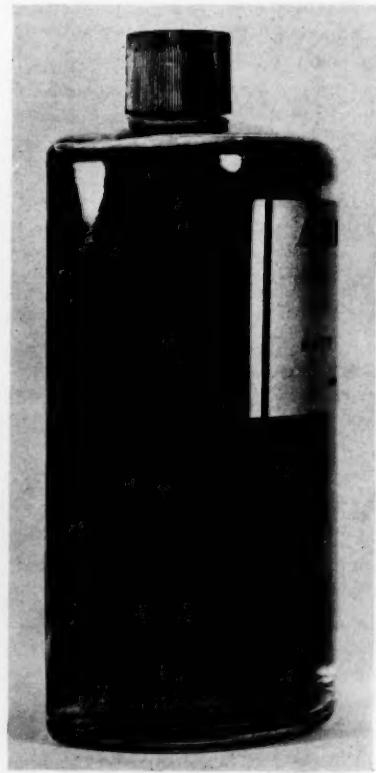


Fig. 2 Shape of bottle assures convenience in handling and offers protection from breakage

larger sizes proved to be unwieldy. For this reason a rounded bottle flattened in the back was chosen (Fig. 2).

This type of bottle also possessed other advantages. The rounded surface presented ample space for an attractive label, the solid base offered protection from breakage and the construction of the bottle displayed the clear amber color of the liquid.

A black Bakelite screw cap was selected for the closure of this bottle. This cap is constructed with a knurled edge to facilitate opening the bottle. The cap is also provided with a cork disk so as to prevent the liquid from coming in contact with the cap.

THE front label is in dull-finish silver printed in black (Fig. 1) and decorated with a small flower design in black and gold. This label carries the title of the product, a short description and the name of the manufacturer. A smaller label pasted on the flat side of the bottle carries directions for the use of the product.

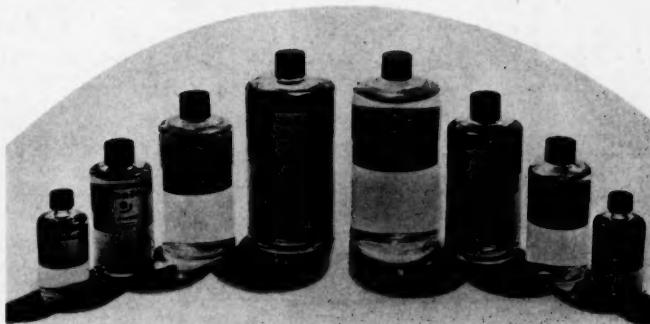
Several advertisements have already appeared in which the container has been prominently displayed. A coupon was attached which upon being presented entitled the reader to a generous free sample of the product. Returns from this form of advertising have been very encouraging and an extensive advertising campaign is planned by this company.

Packaging Three Established Drug Store Products

(Continued from page 31)

in the decoration of such packages.

The empty bottles are placed on a conveyor belt leading to the vacuum filling machine. After filling, the bottles pass in front of an operator who inspects them and removes from the belt all bottles not properly filled. The perfectly filled bottles pass along



Display showing comparative sizes of Ambrosia bottles

to the capping machine where the aluminum caps are fed from a hopper. A unit of this machine places the caps in position and a second unit twists them to the proper tension to insure against leakage. Leaving the capping machine the bottles travel to the cartoning machine where a rotogravure insert is picked up, folded and inserted with the bottle into a closed sleeve of box board decorated with the familiar label, the sales message and directions for use.

These bottles are then packed by hand into box board containers holding three bottles of the large (11 oz.) size. Four and eight of such boxes are packed in corrugated shippers. The medium size (4½ oz.) is packed six bottles to a set-up box, six of the latter being placed in a shipping container. The small size (7/8 oz.) intended for retailing at ten cents is packed one-half and one gross to the shipping case.

An interesting feature of this department is the section devoted to filling and mailing samples. These bottles, miniatures of the larger sizes are filled by machine, corked and mailed with advertising material in reply to the coupons clipped from advertisements. The company believes that this form of publicity, although admittedly expensive, produces excellent results and the constant influx of coupons from readers of national publications confirms the wisdom of this policy.

Attractive packages as well as efficient packaging methods have resulted in obtaining for these products an almost universal distribution at minimum cost.

The Size and Shape of a Package—I

(Continued from page 46)

shipping cases and a great amount of shipping space is wasted, whereas it is possible to transport a larger number of packages in the same space by the selection of simple forms. Shipping cases of standard sizes will hold many more

packages in square and oblong shapes than oval, round and irregular forms.

UNDER existing retailing conditions the shelf space in the average grocery or chain store is limited, and for this reason the package form selected for food products must be one that can be easily stacked. Irregular shapes, particularly when the tops of containers are pointed or gabled, present a serious storage problem when shelf space is limited. A few of these difficult package forms have been successfully merchandised but the majority of them are unsuitable for food products. Toiletries particularly in the grades retailing at high prices, are usually accorded more display space and these products, because of their high retail cost and subsequent profit to the retailer, may be packaged in containers in odd and irregular shapes. In this instance it is frequently the novelty of the container that attracts attention and sells the product. Naturally the rules governing the selection of package forms for food products also apply to toiletries, retailing at little profit to the retailer because these items are usually sold in large quantities and a plentiful supply must be stocked.

CONDITIONS surrounding the use of the package also influences the selection of the package form. Shelf space and use by the customer under known conditions must be considered. Bottles containing face lotions and other toiletries must be of a shape convenient to hold in the hand as well as store in medicine chests and shelves.

(Continued on page 62)

The Display Sells the Package

Counter and Floor Displays Successfully Present the Product, Facilitate Sales and Increase the Efficiency of the Modern Retail Store

By W. B. CORMANY

Manager, Shonk Works, American Can Company

CONDITIONS surrounding the sale of products at the present time are such that the display of the container is of paramount importance. Crowded shelves and counters frequently cause even an attractively designed package to fade into oblivion before the battery of colors and shapes of its competitors. Economic conditions limit the number of sales clerks in the average store and the responsibility for the sales frequently rests upon the package itself.

The time element involved in the completion of the sale is also a matter of great importance. The average purchaser is unwilling to wait while the sales clerk explains the merits of a product, searches for it on the shelves, wraps it up and completes the necessary transaction.

Nation-wide advertising has al-

ready familiarized the potential purchaser with the merits and characteristics of the various products and the customer enters the store already familiar with the product desired.

The growing custom of including a facsimile of the package in these advertisements has resulted in customer recognition of the package in which the product is sold, and the only remaining problem is to so display and feature the package that it is brought to the attention of the customer and the time of the completion of the sale is reduced to the minimum.

Recognizing this fact numerous manufacturers have distributed to retailers counter and floor racks for the display of their own merchandise. The racks are designed especially for the product they are to display and usually carry a sales message that acts as a connective link between the advertising and the product. They may be built for either temporary or permanent displays; but in the latter instance they should perform a utilitarian service by carrying a stock of goods for self-service. In the former instance paper and cardboard are in general use; in the latter metal, glass and wood are employed.



Fig. 1 Lithographed display rack that carries poster treatment of trade name and sales message

these racks. This form of selling is becoming popular with both the customer and the retailer because of the time saved in the completion of



Fig. 2 Self-service is incorporated as the chief feature of this display

the sale and the increased turnover of stock.

A few lithographic racks are illustrated here with the idea that they may suggest possibilities to other manufacturers who are contemplating the adoption of this method of increasing the volume of sales.





Fig. 3 Lithographic rack for convenient display of different sizes

In Fig. 1 the poster-like form in which the trade name and sales message are printed immediately attracts attention. The spark plugs are easily removed from the display rack and the rack provides a storage space for a reserve supply of the product.

The suggestion to the customer to select this particular brand of coffee is given by the display rack illustrated in Fig. 2. This type of rack

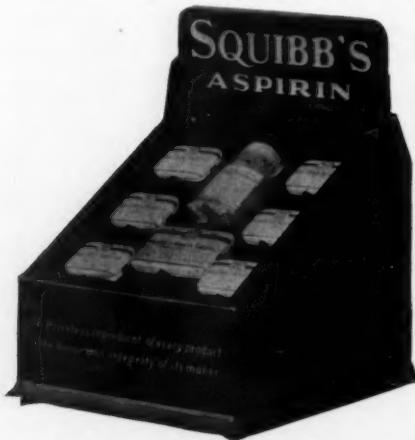


Fig. 4 Drug store rack that displays goods and carries reserve supply of various sizes

presents excellent opportunities for the display of the package.

Various sizes of cans are displayed by the rack illustrated in Fig. 3. This rack makes customer self-service convenient and minimizes the time consumed in completing the sale.

The rack shown in Fig. 4 is in-

tended for use in drug stores. Various sizes of packages are displayed under glass and linked with the advertisements of the company by the name and sales message on the rack itself. This rack also provides ample storage space for an assortment of the sizes of packages used in merchandising this product.

Packaging Food Specialties

(Continued from page 44)

cooling tanks until the cans are cold enough to be handled by the labeling machines.

Operators at the labeling machines remove the cans from the baskets and place them upon a conveyor belt leading to the labelers. These machines wrap the labels around the cans, apply a strip of glue to the edge and apply pressure. As the cans leave the machines they are inspected, the labels straightened if necessary and all excess glue removed. Again placed on a moving belt they travel to a group of operators who assemble the cans in fibre shipping cases and pass them on to the sealing unit where silicate of soda is brushed over the open ends of the case and the filled case is passed through a pressure unit.

These cases are piled on trucks and removed to the shipping department located on the first floor where they are either stamped for immediate shipment or stored to fill future orders according to the state of production.

THE label used on this product is an intensely interesting one from the standpoint of visibility. The background is a bright blue and the familiar oval Beech-Nut label is in red and white. The style of lettering used for the name of the product and the name of the manufacturer possesses unusual legibility and the entire effect suggests not only the quality of the product but the careful cleanliness maintained in the production and packaging of this product.

The Beech-Nut Packing Company not only employs great care in the selection of its packages and labels but provides for their proper display

in the dealer's store as well. It has distributed large display racks of sufficient size to hold an ample assortment of all its various products. This rack as well as reproductions of the many packages have been effectively used in the advertising of this company, resulting in successful merchandising of all its products.

At this factory the company also manufactures Beech-Nut Pork & Beans, Beech-Nut Catsup and Chili Sauce, Beech-Nut Mustard and Beech-Nut Coffee. The factory at Rochester is a branch of the parent or home plant at Canajoharie, N. Y., where Beech-Nut Bacon, Beech-Nut Peanut Butter, Beech-Nut Macaroni, Spaghetti and Elbows, Beech-Nut Chewing Gum, Beech-Nut Fruit Drops and Beech-Nut Mints are made.

Other factories are located at Bush Terminal, Brooklyn, N. Y., San Jose, Calif., and Hamilton, Ontario, Canada.

EQUIPMENT AND SUPPLIES

Biscuits

Carton former: Peters Machinery Co.

Wrapping machine: Package Machinery Co.

Labeling machine: Package Machinery Co.

Cartons: Bloomer Bros.

Shipping cases: Fairmont Box Co.

Wax linings: Nashua Gummed &

Coated Paper Co.

Prepared Spaghetti

Cans: American Can Co.

Weighing scales: Exact Weight Scale Co.

Can sealer: American Can Co.

Labeling machine: Fred H. Knapp Co.

Shipping cases: Fairmont Box Co.

Labels: Stecher Litho. Co.

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Containers Create a Market

A Well-Planned Merchandising Campaign to Increase Sales in Turpentine Depended upon Careful Selection of Containers

By NELSON S. GREENSFELDER
Advertising Manager, Hercules Powder Company

THE Hercules Powder Company of Wilmington, Del., manufacturers of explosives, nitrocellulose, pyroxylin paste, and nitric and sulphuric acids, began in 1920 to produce naval stores from resinous pine wood by the steam and solvent process. The naval stores obtained from this process were rosin, pine oils,

tion of naval stores from the gum of the live tree. The company decided to begin producing naval stores by the steam and solvent process because it believed that the chief source of naval stores would eventually be pine stumps and waste-wood. This business also provided a means of utilizing the services of some of the chemists and technologists in the Hercules organization, which had expanded rapidly during the war.

Explosives division; one of the naval stores salesmen was located at the New York branch, another at Chicago, and the third at San Francisco. The company concentrated on large distributors and on industrial purchasers, chiefly paint and varnish manufacturers. The large distributors resold to the industrial market, also to jobbers and retailers who sold to painters. Manufacturers and distributors bought most of their requirements in tank cars or in carload lots of barrels or drums. For its less-than-carload orders and orders for which promptness in delivery was necessary, the company began warehousing naval stores in fifteen or more cities which were the principal distributing centers for various sections of the United States.

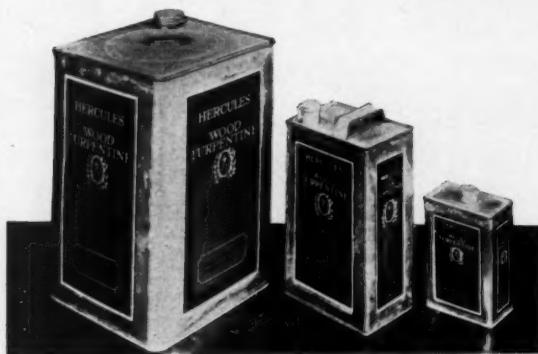
A naval stores division was established by the Hercules Powder Company for the sale of its new line. This division consisted of a manager and several assistants at the home office and also of three salesmen. The company had twenty-one sales branches for its ex-

and turpentine. The company experienced difficulty in disposing of its output of turpentine. In 1924, therefore, it was decided to depart from the selling methods generally practised in the trade and to adopt ways which were entirely new in the national distribution of turpentine.

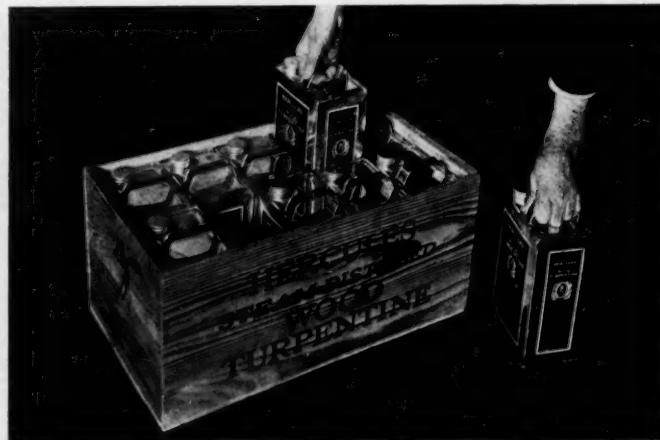
Shortly after the war, the Hercules Powder Company made a careful survey of several industries. It was realized that the dwindling pine forests of the South meant a steady decrease in the produc-

tants at the home office and also of three salesmen. The company had twenty-one sales branches for its ex-

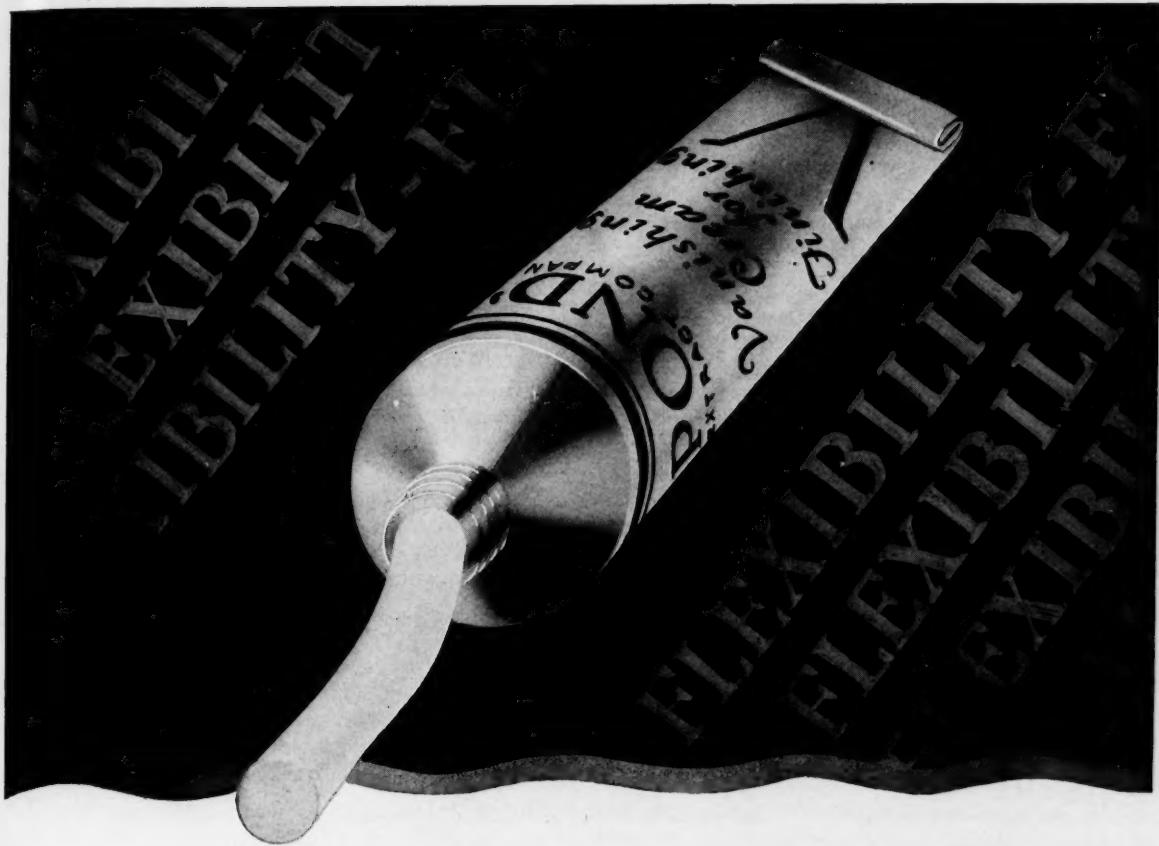
ONE reason for concentrating on the industrial market was that the company, in common with other producers, thought that the chief use of turpentine was in the manufacture of paint and varnish. Occasionally the naval stores salesmen of the Hercules Powder Company had attempted to reach the painters through the hardware trade. In spite of the fact that jobbers could buy steam-distilled turpentine at a price which was usually 10 per cent below gum turpentine, the few who placed initial orders usually placed no more because of the sales resistance. Sometimes salesmen of the explosive and sporting



Five-gallon, one-gallon and one-quart containers



Method of packing cans for shipment



By packing his product in Collapsible Tubes of Alcoa Aluminum, the manufacturer makes a further bid for the favor of the people who use his product.

Collapsible Tubes of Alcoa Aluminum are strong, flexible and easy to handle. They build good will for the product they contain.

Collapsible Tubes of Alcoa Aluminum insure exquisite finishing and handsome printing. High quality is their outstanding characteristic. But that does not mean high cost. They are surprisingly inexpensive to buy and to handle in production.

ALUMINUM COMPANY OF AMERICA
2485 Oliver Building, Pittsburgh, Pa.
Offices in 18 Principal American Cities

ALUMINUM Collapsible Tubes

Aluminium Company of America also manufactures R-O Aluminum Seals, which assure a hermetic initial seal and a tight reseal for bottled products.

powder divisions, who already had contact with many hardware retailers, sought to interest them in carrying Hercules turpentine, but without any material success.

During 1924 stocks of Hercules turpentine began to increase, even though the plants were working short of capacity. By the steam and solvent process rosin, turpentine and pine oils were jointly produced, as measured by weight, in proportions of seventy-nine, eleven and ten, respectively. As measured by value, the properties averaged about sixty, twenty-five, fifteen, respectively. The low-sales volume of turpentine was causing the curtailment of output of the other two products.

An increase in the price differential between steam and gum turpentines would not have solved the problem. In fact, the company considered that any substantial increase in the price spread would have injured the market, because price reductions would have implied inferiority and would have made more difficult the task of convincing buyers that steam-distilled wood turpentine was equal in quality to gum turpentine.

The company in the fall of 1924 came to the conclusion that pronounced changes in its marketing methods were necessary.

To obtain the desired distribution, the company made three major changes in its marketing methods. It offered its turpentine in attractive cases, initiated a national advertising campaign with an entirely new approach, and started out vigorously to obtain jobber distribution.

IN order to gain the full benefits of an educational campaign, it was necessary to identify the product to the ultimate consumer. To accomplish this, the turpentine was put up in five-gallon, one-gallon, and one-quart cans; lithographed on the cans were the trade name, "Hercules Steam-Distilled Wood Turpentine," the trade mark of the Hercules Powder Company, and a guarantee that the can contained genuine spirits of turpentine, and that the label complied with the Federal Naval Stores Act of March 3, 1923.

The small containers were an inno-

vation and a profitable convenience to jobbers, retailers, and consumers. As an additional feature, five-gallon cans were sold at very little increase of price in new one-can crates, which served for shipping, displaying and pouring. In unpacking this special tilting crate, there were no nails to pull; the binding wire could be severed with one clip of the pliers or shears.

The company estimated that there were approximately 50,000 hardware retailers and paint and varnish retailers, practically all of whom were potential distributors of Hercules turpentine. Since retailers bought in quantities involving only a few dollars, direct selling was not considered feasible. But the company desired to do considerable missionary work among the retailers in order to make its advertising more effective.

THE advertising to retailers stressed the advantage and convenience of selling turpentine in cans bearing the guarantee of a reliable producer and called the attention of the dealer to the advertising that was being done to the principal consumers of turpentine, namely, the painters. A publication called "The Hercules Guarantee" was started and this magazine stressed the convenience of marketing this product in containers for the retail trade.

Before the advertising to painters was started at the beginning of 1925, the company had on hand a large stock of turpentine, totaling several hundred thousand gallons, and production was in excess of sales. Practically all sales were being made in carload quantities to large consumers. Within ten months after the new merchandising program had been initiated, stocks were reduced to practically nothing, in addition to selling total production during that period. The sales of Hercules turpentine in those ten months made in *less than carload shipments* were greater than total Hercules sales throughout the entire world in both carload and less than carload quantities during any similar length of time.

One of the strongest reasons for this increase was the marketing of this product in containers for re-

tail trade. It may be deduced also that branding is necessary to tie in with a product's consumer advertising and a producer's goodwill. Unless the consumer can identify a product, he cannot feel assured that he is getting the article guaranteed by the producer.

To brand turpentine it was necessary to put it up in small containers. These containers were a great convenience to painters as well as retailers.

Packages on Parade

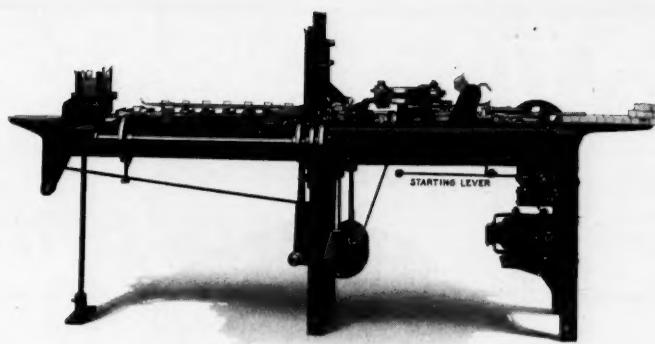
(Continued from page 37)

ground for the small black bottles and the gold and blue boxes.

Skin lotions, cold creams and face powders are displayed by Leigh, Inc., against the natural wood trim of their window (center). The display fixtures are also of wood in the shape of small tables and compacts and lipsticks are displayed in the foreground on an odd-shaped mirror. Many of the jars and powder boxes are open to display the products. As these are essentially utilitarian products the use of draperies and elaborate display materials is unnecessary and were dispensed with in this case.

Houbigant, Inc., employ a Chinese background and fixtures to display a new shade in rouge and lipsticks (lower right). As the window itself is small the effort has been directed toward an illusion of space. The silver panel in the background aids in achieving this illusion and the severe lines of the fixtures combined with the straight lines of the wall hangings add an illusion of height to the display. The containers displayed are shown in a novel arrangement and with the tops removed or opened to show the color of the product, thus producing an elaborate and attractive display.

Limited space makes it impossible to illustrate many of the attractive displays on exhibition at the present time. It is felt, however, that a careful analysis of successful displays and the application of the knowledge gained thereby will result in a substantial increase of sales to both the manufacturer and the retailer of packaged merchandise.

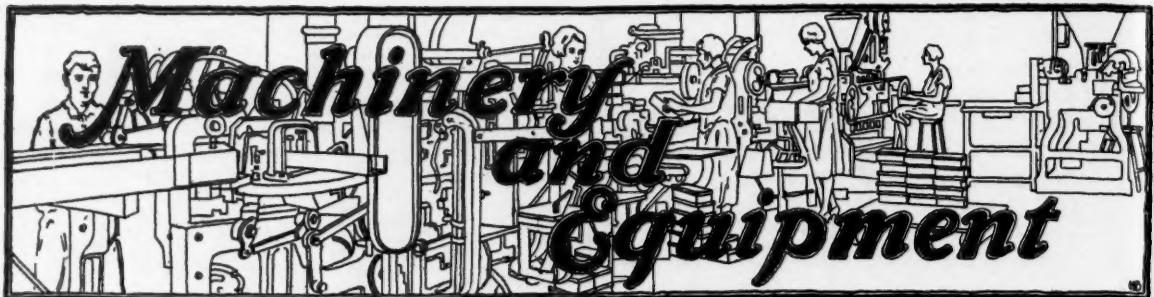


The New Jones Constant Motion Cartoner

As the development of automatic machines progresses, cams, springs, a complex mechanism and intermittent motions are eliminated. I have believed for some time that cartoners could be freed from these handicaps, and one day I had a sort of vision of such a machine with dentifrice tubes drifting, as it were, into their cartons, instead of being thrust in with such speed and force that the clips were bent over. This feature and others of the picture stuck in my mind until it became almost an obsession. It compelled me to drop everything in order to develop a constant motion cartoner.

I set some of my best men to build a working model of wood, iron and of anything else in the factory that we could use. They did not believe in the scheme, too many obstacles were in the way. We tackled the most difficult problem first, as we always do in our experimental shop, and found that it could be solved. The men began to believe in the scheme. Nothing was allowed to stand in the way. One obstacle after another was overcome.

I have a first class engineering department, but we had no time for engineers and drawings. A few times I made pencil sketches to illustrate some device, but 99% of the machine was built without drawings. It was completed and was put in operation, and it fully justified my hopes. We called in our engineers and asked them to design a better-looking machine, of iron, steel and bronze. When it was finished it worked as no cartoner ever worked before. As if on a smooth, swift stream, the cartons, folders and tubes sweep along. The cartons are opened, the tubes and circulars drift in to them and the flaps are tucked, while all are moving at a uniform speed, no vibration, no strain, no noise, no appreciable wear. We have revolutionized the art of automatic cartoning. This fact will soon be generally recognized.

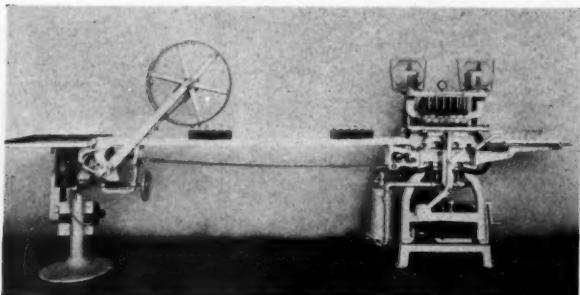


Machinery and Equipment

Single Head Screw Capper

THE single head screw capping machine illustrated is designed on the same lines as the six head rotary screw capper and intended for use in those industries where the output is not large enough to require the larger size machine.

This machine automatically picks up the cap, places it on the container and turns it to the tension required.



Screw capper and conveyor

It is provided with safety devices to prevent breakage and spoilage, handles all standard sizes or shaped caps and can be adjusted by the operator in a short time to accommodate the various sizes. Containers are received and delivered in a straight line and the machine can be equipped for either hand feeding or automatic. It is capable of a speed up to forty bottles per minute. Manufactured by the Pneumatic Scale Corporation, Ltd., Norfolk Downs, Mass.

Combination Filling Machines

THE F. J. Stokes Machine Co., Philadelphia, Pa., has placed on the market the Stokes full automatic filling, closing, clip-forming-and-attaching machine to meet the increasing demand for a moderately priced machine of large output, yet

capable of handling a variety of products and tube sizes with simple adjustments.

This machine, shown in an accompanying illustration, is compact and easily set up. It will fill, close and clip about 22,000 tubes per 8-hour day and requires the attention of only one operator; and it is easily adjusted to handle materials of various consistencies and tubes varying from

$\frac{1}{2}$ in. to $1\frac{1}{2}$ in. in diameter and from 2 in. to 6 in. in length.

The machine forms its own clips from a roll of plain metal ribbon bought at the rolling mill. The economy of this feature

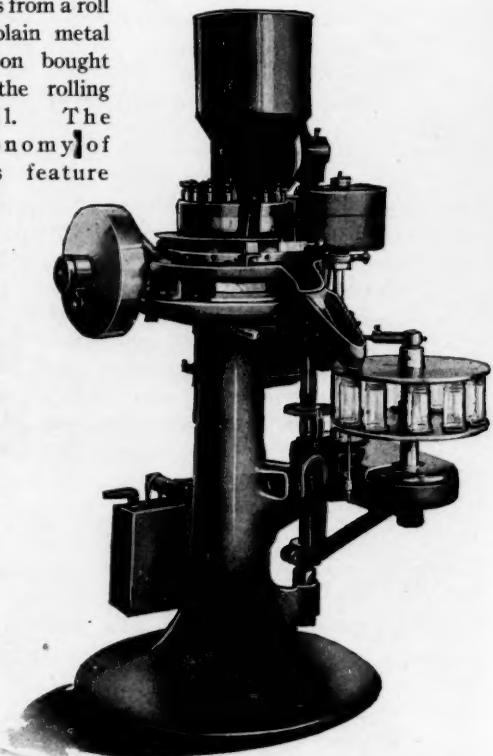
alone is said to save the operator's wages, the saving being from \$2 to \$8 per day depending on the size of the tube. Automatic "no tube—no fill" control prevents spilling of material, thus eliminating waste and loss of time for cleaning the machine. An automatic ejecting device deposits the tubes on a conveyor belt which delivers them to the cartoning or other finishing machine.

An adjustable work table, the simplified filling mechanism, and a base-housed motor for safety and compactness are other noteworthy features.

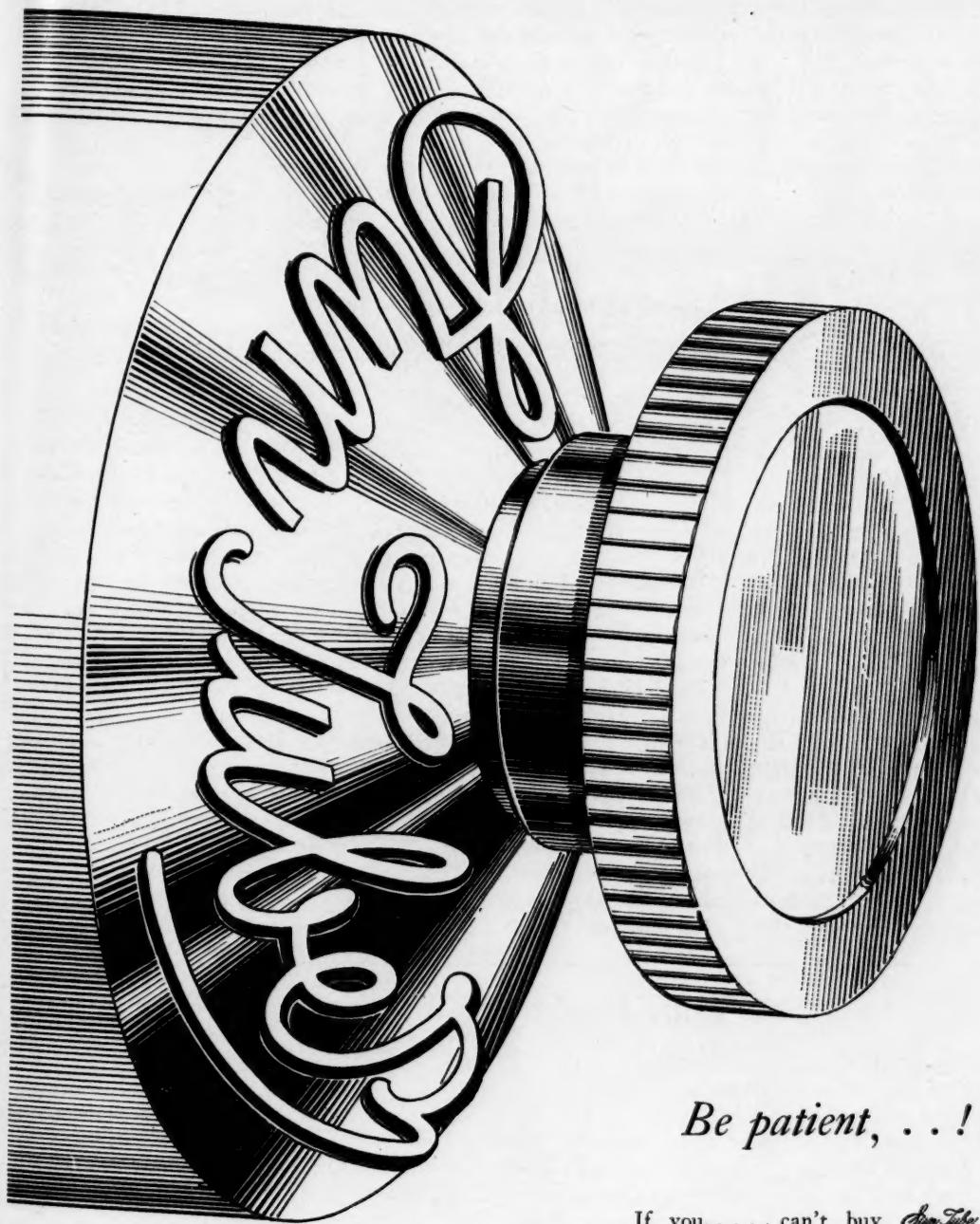
A New and Definite Style Appeal in Box Papers

THE modern American woman is style conscious. She knows what colors are being worn and her eye is caught by an authentic fashion color, whether it be a hat, dress, pair of stockings or a paper box on the perfumery or candy counter.

Producers of package merchandise can now utilize a definite style appeal as well as the heretofore recognized appeals of beauty and design, by covering their boxes with the new Mica-Mode and Vani-Mode box coverings created by the Middlesex Products Company, 38 Chauncy St.,



Automatic filling, closing, clip-forming-and-attaching machine



HILLSIDE, N. J.

Be patient, . . . !

If you, . . . can't buy San-Tite, . . . remember, that those who know more about them, . . . have grabbed them all. We grow 50% per year, . . . the demand, . . . ?

President

P. S. . . . several other brands are cheaper, . . . ?

Boston, Mass. These two new series are available in standard and modernistic embossing designs in nine authentic fashion colors which will be much seen this year. Sample books are now being prepared and will be mailed out shortly to those interested in this new development.

These papers were produced with the cooperation of recognized style authorities and are making a decided hit wherever shown.

The Size and Shape of a Package—I

(Continued from page 51)

Products which remain during use in their original containers require a different form than those that are emptied immediately. Packages for spices and similar food products which are usually used directly from the container must be of a shape convenient to handle and of a size to store conveniently on kitchen shelves.

Jars in which salves or cold creams are merchandised must be of a size and shape which will easily permit the purchaser to use all of the product. Bottles containing olives and pickles must be constructed so that the contents may be removed without difficulty. Liquid products must be packaged in bottles from which they

may be easily poured without the possibility of spilling the product.

All these conditions determine the size and shape of a package to be used to protect the contents of a package during use and must be considered in selecting the proper package form for the particular type of product to be packaged.

(To be continued)

Canning Output Decreases

THE Department of Commerce has announced that, according to data collected at the biennial census of manufactures taken in 1928, the total value of canned and processed fruits and vegetables and of pickles, jellies, preserves and sauces produced by commercial establishments in the United States in 1927 amounted to \$552,894,510, a decrease of 8.9 per cent as compared with the corresponding value for 1925, namely, \$606,939,718.

The total production in 1927 was made up as follows: Canned vegetables and soups, 97,355,699 cases, valued at \$234,259,659; canned fruits 27,564,341 cases, \$101,730,609; dried fruits, 1,012,795,660 pounds, \$64,167,-036; dried and dehydrated vegetables, 200,180 pounds, \$80,584; pickles, sauces, etc., \$114,974,229; preserves, jellies, and jams, \$37,682,393.

Of the value of the total production for 1927, as given above, \$539,418,694 was contributed by establishments in the "Canning and Preserving" industry, as classified for census purposes, and \$13,475,816 by establishments in other industries which produced these commodities as secondary products. The establishments in the canning and preserving industry are engaged primarily in canning and preserving fruits and vegetables and in manufacturing pickles, jellies, preserves and sauces.

Proper Packaging Pays

IN a paper presented at the fourth annual Cake and Retail Conference, held in Chicago recently, Dale M. Ogden, advertising director, Sutherland Paper Co., made several statements that will be of interest to readers. Among these are the following:

"The bulk staples of yesterday are the package goods of today. Proper packaging assures the product reaching the consumer in perfect condition, takes them out of competition, enhances their reputation, lends your goods an identity and is point-of-sale advertising of great value.

"Every product needs a name. Your goods must have a personality. Packaging gives them that."

For Your Profit and Pleasure

ACH issue of MODERN PACKAGING is planned to furnish, as nearly as possible, a balanced ration of reader interest "copy." Its program must meet the needs of those directly concerned with the design, production and utilization of packages in some thirty groups of industries. Although it has been established that certain principles and practices of packaging work are common to all of these groups, an editorial plan based solely on this premise would

fall short of the service which executives and operatives in this field have a right to expect.

To fully meet all the packaging needs of readers, the editors must also be guided by expressions from readers. With this thought in mind the following list of subjects is appended for your consideration. Please check those in which you are particularly interested and also add further suggestions returning same for our attention.

- Package plant operations.....
- Merchandising of packages.....
- Package designs.....
- Package fundamentals.....
- Package functions.....
- Package accessories.....
- Package decoration.....

- Types of packages.....
- Display of packages.....
- Packages in advertising.....
- Packaging equipment.....
- Packaging supplies.....
- Government regulations.....
- Trade notes.....

CONSOLIDATED PAPER CO.'S MODERN PACKAGES



Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

Plain Shells

For tight-wrapped packages.

Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service—
—Paper Mills producing 700 tons of Paper a day—
Box Factories of very large capacity completely equipped for speedy and economical production—an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated

CONSOLIDATED PAPER CO.,
MONROE, MICH.

Can



The design of a can for any commodity demands an exact understanding of trade needs and requirements, packaging machinery methods and an up-to-date knowledge of the latest developments in container design.

In the above Ritchie excels and the experience of the Ritchie organization in producing fibre cans of every conceivable variety is at your disposal. Calling in a Ritchie Package engineer means the solution of your can problems.

Fibre cans, metal top and bottom; fibre cap, fibre bottom; sifter, sprinkler or lift top. Printed in two or three colors or ready for wrap or label. Also paraffined.

FIBRE DIVISION

W.C. RITCHIE & COMPANY

831 West Van Buren Street. Chicago, Ill.

L. H. BRODRICK
New York City

SAM O. RAUH
Cincinnati, Ohio

STRIEBY and BARTON
Hollywood, Calif.

**Brilliant Filtrate
Dependable Production
Positive Elimination**

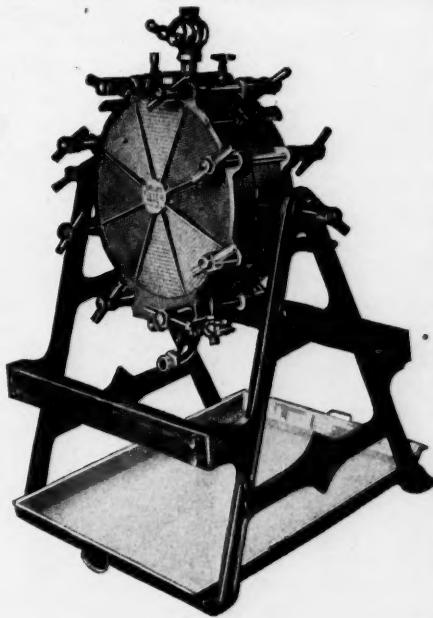
of minute impurities
and neutral particles

*These are the results which have caused
the world's discriminating chemists to
regard as the highest type in design,
construction and efficiency this*

**U. S. DRUM MULTIPLE
DISC FILTER**

THIS unusually successful filter is the result of years of actual experience and experimenting in Chemicals, Mineral Waters, Pharmaceuticals, Cider, Vinegar and all types of natural and compounded liquid filtration. Made to withstand pump

pressure up to 50 pounds. Efficiency due to special filtering mediums and patented mechanism. Has never been successfully imitated. Let us give you the details and suggest how you can use this filter most profitably. No cost or obligation. Write today.



CHICAGO
4015 NO. ROCKWELL ST.

NEW YORK
20 VESEY STREET

U. S. BOTTLERS MACHINERY CO.
BOTTLING AND PACKAGING ENGINEERS



ONE OF THE MANY THOUSAND NAMES

protected by



BOTTLE LABEL GUM

for both hand and machine operation

Largest Producers of Adhesives in the World

National Adhesives Corporation

SUCCESSOR TO
NATIONAL GUM & MICA CO.—THE GLUCOL MFG. CO.—DEXTRO PRODUCTS INC.

Executive Offices: 820 Greenwich St., New York, N. Y.

Trade Catalogs

Box Papers: The New York New England Co., of Holyoke, Mass., have issued a catalog containing samples in seven colors of three new patterns in Suprematone box paper. The colors are blue, orange, lavender, tan, green, red and purple.

Fancy Papers: McLaurin-Jones Co., of Brookfield, Mass., announce the opening of a New York office at 150 Nassau Street. The announcement also carries ten samples of the various types of Ware papers.

Box Coverings: A set-up paper-covered box contains the series of fourteen booklets of box-cover papers recently issued by the Marvellum Co., of Holyoke, Mass. Each one of these booklets contains an assortment of samples in a large variety of colors. Among the papers included are: Marveleather, Low, Tanglefoot, Crackle, Batik and others.

Waxed Glassine: Warren Manufacturing Co., 342 Madison Ave., New York City, has issued a booklet outlining the advantages of Riegel's waxed glassine in its application to bakery products. A sample sheet of the paper is attached to the booklet.

Tying Machines: B. H. Bunn Co., 7329 Vincennes Ave., Chicago, Ill., illustrates and describes in a four-page folder several types of package-tying machines. A list of users is also included.

Container Machinery: Saranac Machine Co., Benton Harbor, Mich., have issued a new catalog, "Saranac Machines" which contains 53 bulletins that illustrate and describe 85 machines; in addition about twenty-five more are illustrated but not described, so that a total of over 110 machines are shown. The complete Saranac line comprises more than three hundred machines. The cover is done in Fabcote in dark green and bronze; 9 in. x 11 1/2 in. in size so that it can be placed in a letter file for easy reference. This catalog deserves a permanent place in the

files of those interested in the manufacture of packages.

Box Coverings: A group of thirteen booklets of fancy box-cover papers has recently been received from Matthias and Freeman Paper Co., of Philadelphia, Pa. Each of these booklets contain a different pattern in a full assortment of colors. The designs are novel and present a wide range of colors, silver and gold.

Counting Machines: F. B. Redington Co., 112 South Sangamon St., Chicago, Ill., have issued a 12-page catalog describing and illustrating counting machines for use on various types of machines where it is desirable to automatically count the output. Ten different types are shown and a list of representative users is included in the booklet.

Box Papers: Hampden Glazed Paper and Card Co., Holyoke, Mass., have issued two booklets of new box paper designs. "Bas-Relief" contains samples in plain and multicolor effects with bas-relief patterns in gold and silver. "Multi-Color" contains a large assortment of new patterns in a wide range of color combinations.

Wrappings for Confectionery

(Continued from page 49)

As to actual dimensions of this interesting type of paper wrapping, confectionery packers should especially note the following: total length of wrapper, 11 in.; total width of wrapper, 8 3/4 in.; length of cake, 6 in.; width of cake, 3 1/4 in.; thickness of mint cake slab, 1/2 in.; actual weight of outer only, under 1/4 oz.

It is my intention in a future article to cover a number of other desirable types of confectionery wrappings. Though some of these may perhaps be less popular than those just described, the tendency nowadays is to use paper wrappings as extensively as possible owing to the high cost of other materials. Every manufacturer should, therefore, familiarize himself with as many of the designs as possible as he never knows how soon orders may be coming his way.

Battery Packages Afford Display and Storage

DISPLAY containers that serve the double purpose of safe storage and attractive display effect are being used by the French Battery Co., of Chicago. The fifty-cent batteries are packaged fifteen to a container in an assortment of three colors—red, green and blue. This container is made of cardboard printed in blue, yellow and red with black, red and white lettering. It is made to display five batteries and a section in the back of the container holds ten batteries in readiness to refill the display section.

The larger batteries are sold in assortments of ten and are accompanied by a display case of heavy cardboard lined with multicolor paper in black, red and yellow. This container is made with five slots to hold the various size batteries.

Bill to Regulate Labels on Canned Goods

A bill (H. R. 15218) designed to amend the Federal Pure Food and Drugs Act has recently passed the House. This bill amends the act so that canned food, if not of the standard promulgated by the Secretary of Agriculture, shall bear on its label or package a statement that the canned food falls below the standard promulgated by the Secretary.

"While consumer protection is the main object of the proposed amendment," the report of the House Committee on Agriculture stated, "it is believed that it will encourage the growth and expansion of the canning industry, which is one of the most important means of enabling the farmer to move his perishable products profitably. The canning industry represents 6 1/10 per cent of all manufactured-food products in the United States. The increase of its annual output is indicated by comparing the annual production in 1925, which was approximately 7,500,000,000 pounds, and the estimated production for 1928 of 9,000,000,000 pounds."

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REFRESHINGLY NEW TIDY BOX PAPERS

FOR ALL OCCASIONS



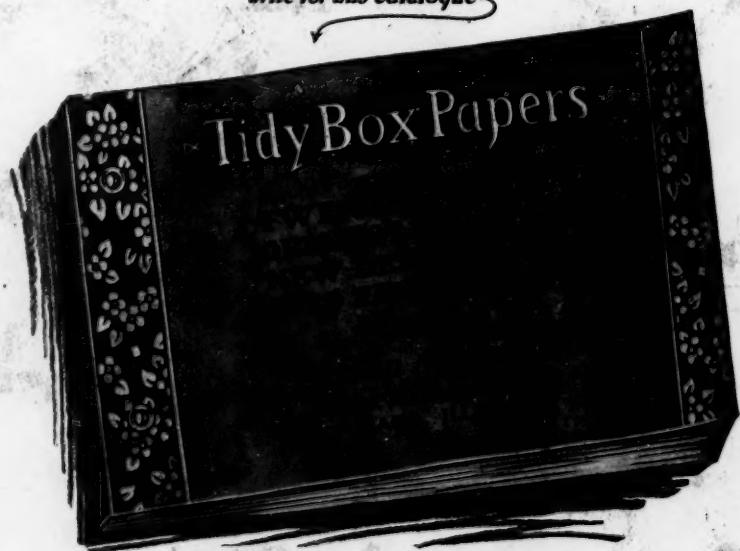
If you care for beauty and quality, *Tidy Box Papers* are refreshingly original, accepted by the most discriminating.

Tidy Box Papers bring exquisite new creations, steadily strengthening the fashion and leadership that began with their origin.

Designs that will appeal to the hostess who takes pride in having everything beautiful and expressive. Blending of colors is not an accident, but a life long study of master artists.

We cooperate with box makers and buyers all over the United States.

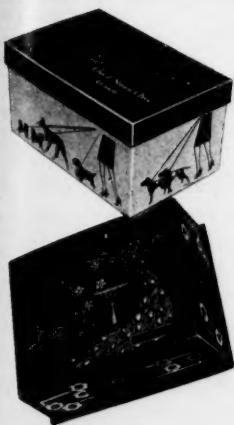
Twenty-eight full color designs
write for this catalogue



Nelson Company
1326 W. WASHINGTON BLVD.
CHICAGO

A

Labels and Wraps



GREAT merchandising organizations, such as are represented here, realize the value of Schmidt-Originated Wraps. Design, color and technic supplied by the Schmidt organization insure them of increased business. Can you afford to do less? Let Schmidt Vitalize Your Package.

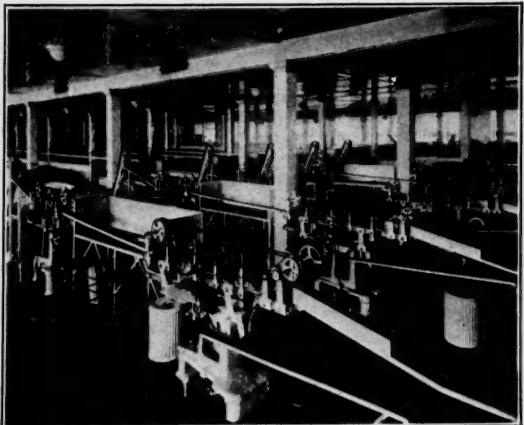


THEO. A. SCHMIDT LITHO. CO.

1050 FULLERTON AVE.

DISTINCTIVE
COLOR LITHOGRAPHY

CHICAGO



*“We Standardized
on
BURT LABELERS”*

The answer is always the same—wherever production is large—thousands

of cans per day—you will find a battery of BURT LABELERS turning out perfectly labeled round cans, day in and day out. *There's a reason.*

BURT MACHINE COMPANY

Main Office and Plant, BALTIMORE, MD.

Trade Notes

THE Walgreen Company has announced the acquisition of the Linck Drug Co., Kansas City, Mo., and the West Drug Co., of Grand Rapids, Michigan.

A recent merger which consolidates two of the leading companies in the manufacture of bakery equipment has been effected between the American Machine & Foundry Co. and the American Oven & Machine Co. The former company has installed within the last thirty months over five hundred standard bread wrapping machines while the latter have in operation over three thousand mixers in the bakery field.

R. A. JONES & COMPANY will occupy their new addition about May first. This will add 80 per cent to the floor space of their factory and is expected to almost double their present manufacturing facilities.

THE Du Pont Cellophane Company announces that Eugene F. Wilson has been assigned to a territory in the Manhattan area where he will assist manufacturers in packaging and merchandising problems. A. E. Robinson, who formerly represented the company in Brooklyn, will now cover Manhattan below 23rd St. L. C. Price will take over the Brooklyn territory immediately.

H. E. RASMUSSEN has been appointed representative of The Menasha Products Co., for the territory including the states of Florida, Georgia, Alabama, Tennessee and

South Carolina. Likewise, John Snyder has been appointed to cover the states of Colorado, New Mexico, southern and western Kansas, northern and western Oklahoma, and western Texas. Mr. Rasmussen and Mr. Snyder will promote the sale of Menasha butter, egg, and ice cream cartons; paper cans, liners for cartons and cans, ice cream and food pails, factory-filled packages and a complete line of household waxed paper.

THE Du Pont Cellophane Co. announces the opening of a branch sales office in the Liberty Title and Trust Building, Broad and Arch Sts., Philadelphia. T. W. Holland of the New York district sales force has been transferred to Philadelphia. V. C. Clark, present Philadelphia representative, and Mr. Holland will make their headquarters at the company's new office.

A. P. GOODRICH for the past 12 years sales manager of E. D. Anderson, Inc., has resigned to become district manager of the Automat Molding & Folding Co., Toledo, Ohio. Mr. Goodrich will make his headquarters at 172 Chambers St., New York City.

Mr. Goodrich will be in charge of all sales and service for the eastern division. The Automat Molding & Folding Co. manufactures a complete line of printing, wrapping and cartoning equipment for dairy and allied industries.

HARRY W. BRINTNALL CO., 51 Clementina St., San Francisco, Cal., with offices at Los Angeles and Seattle, are Pacific Coast agents

for the machines of the H. R. Bliss Co., Incorporated.

Commerce Department Co-operating with Glass Container and Preservers Associations

ACTIVITIES of the Department of Commerce as they relate to packaging include the following items:

According to P. C. Dodge, chairman of the standardization committee of the Glass Container Association of America, the glass and cap finish standards developed by the glass industry have been accepted by manufacturers producing 95 per cent of the catsup bottles and by all of the manufacturers of the caps.

The department is in receipt of advice from the counsel of the National Preservers Association and the chairman of the standing committee that Simplified Practice Recommendation No. 91 for glass containers for preserves, jellies and apple butter has been accepted by packers and distributors representing more than 80 per cent of the volume of production. The effective date for the program is Jan. 1, 1929, for new production, and Jan. 1, 1930, for clearance of eliminated varieties.

A satisfactory response is being made by manufacturers in connection with the variety survey to ascertain facts concerning production and demand for various types of bottles. This data will be used in the preparation of a consolidated report for the information of the Joint Simplified Practice committee in developing a tentative, simplified practice recommendation covering capacities, heights, diameters and weights.

Colorful Embossed Seals

Gold, Silver, and a variety of colors, in many shapes and designs. Lambooy seals and labels add distinction and richness to packaged articles.

Write today for interesting samples and prices of Seals, Cake Bands, Parchment Inserts, Cookie Seals, Address Labels, Advertising Stickers and Special Labels.

LAMBOOY LABEL AND WRAPPER COMPANY
2134 PORTAGE STREET, KALAMAZOO, MICH.

SEEN FIRST SOLD FIRST

It's the MASTER METAL Packaged product—one that's different—that stands out—that sells itself.

Shining silvery metal backed with board or paper and converted into a sparkling, gleaming container, wrapper, box-top or sign.

That's the medium to carry your goods across the counter.

Ask the Reynolds Metals Company at Louisville, New York, or San Francisco for information and samples.



A Mark of Quality

MASTER METAL

WRAPPERS :: CARTONS :: BOX-TOPS

Your
LABEL
Should be your
►Silent Salesman►

WHEN GOODS ARE BOUGHT ON APPEARANCE—THAT IS WHEN YOUR LABEL CAN BE YOUR SILENT SALESMAN—THE FEW CENTS ADDITIONAL THAT GOOD LABELS COST IS MONEY WELL SPENT.

The United States Printing & Lithograph Co.

110 Beech St., CINCINNATI.
101 N. 3rd St., BROOKLYN.
28 Cross St., BALTIMORE.

It is unsafe to adopt a new brand name without first making a thorough investigation to ascertain whether the name is already in use. Consult our Trade Mark Bureau. The service is free.



TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN IRREDUCIBLE MINIMUM.

FORT ORANGE PAPER COMPANY
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data
in the
PACKAGING CATALOG

BOSTON

BLISS BOXES

Are Stronger—because the corners are reinforced and the grain can be run as desired.

Are Cheaper—because they have less area and less weight, thus saving up to 30% in cost of board, and also in freight.

Ask our representative what you can save by their use.

H. R. BLISS COMPANY, Inc.

Manufacturers of Wire Stitchers and Adhesive Sealing Machinery for Fibre Containers

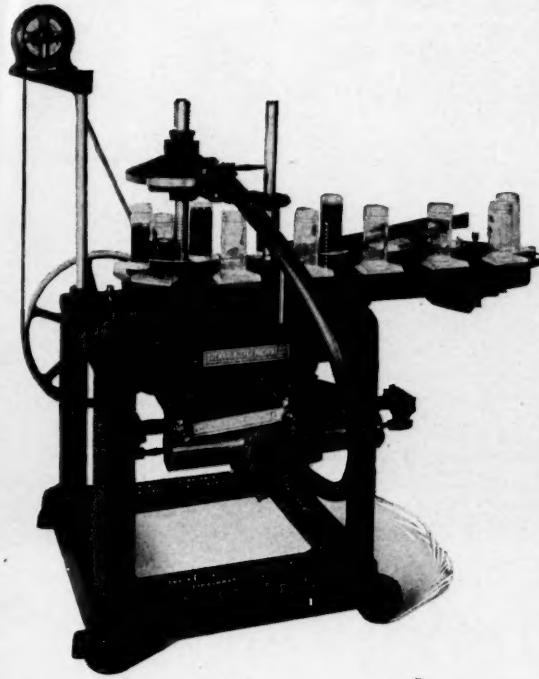
NIAGARA FALLS, N. Y.

50 Church St., NEW YORK

Dodson Printers Supply Co., ATLANTA, GA.

Transportation Bldg., CHICAGO

Harry W. Brintnall Co., SAN FRANCISCO, CAL.



V for Filling, Preserves Jellies, Jams

I
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Work done cleanly by accurate measure.

Settings for different size jars made in 10 minutes. Machine cleaned in 15 minutes. Nothing to take apart.

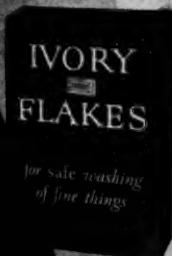
Simple, easily understood and taken care of.

Its recommendation is that of 90% of the preservers.

Write for catalog

The Karl Kiefer Machine Company, Cincinnati, Ohio

London Office: C. S. duMont, Windsor House, Victoria St., Westminster, S.W.1.



**BUILD YOUR
REPUTATION ON
YOUR PACKAGE**

Let Continental Cartons and Display Cartons be your ever-present representatives—always in good form, bright and cheerful.

Producing tuck-in cartons, seal-end cartons and, in fact, all styles of cartons of precision that enable your automatic machinery to operate at its normal capacity.

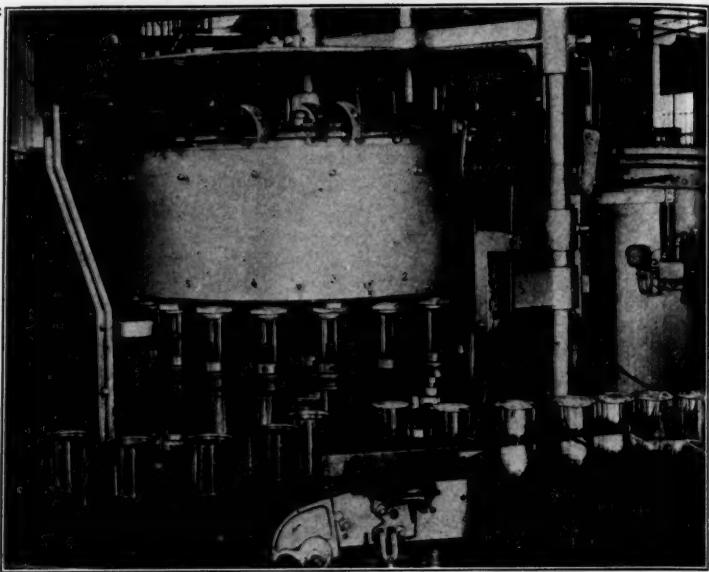


CONTINENTAL FOLDING PAPER BOX CO., INC.
RIDGEFIELD

NEW JERSEY

SAUCING Spaghetti for Beech-Nut is as easy for this Model H-S "Haller" 18 head Rotary Filler as filling cans up to $3\frac{3}{4}$ " x 6" with soups, syrups or other semi-viscose liquids.

To handle your filling problem correctly—write for the Horix Catalog covering all filling problems.



HORIX MANUFACTURING COMPANY

Manufacturers of "Haller" Hand and Automatic Filling Machinery

Corliss Station, PITTSBURGH, PA., U. S. A.

COMTEX

FOR SHIPPING CASES

In January of 1921, a \$30,000,000 corporation tested COMTEX for one month, in an effort to find the most economical and efficient sealer on the market.

Now, 8 years later, COMTEX is still insuring the safe delivery of the fibreboard containers of this corporation. Over this period of 8 years, COMTEX has proved that the most drastic transportation conditions or roughest handling cannot break the bond of COMTEX. They proved to themselves, that every seal made with COMTEX is a positive seal; it stays sealed until purposely and forcibly opened. Last, but not least, they found they were using COMTEX as a sealer at a saving of from 30% to 50%.

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WARNING

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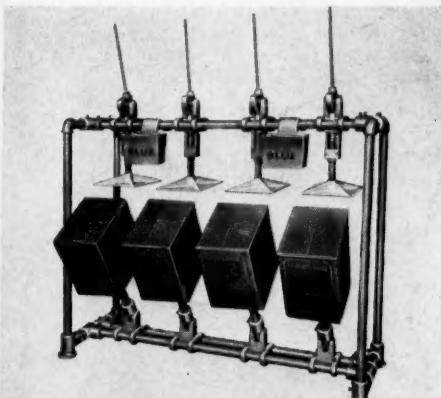
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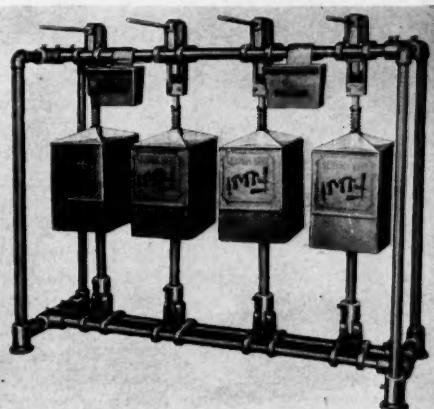
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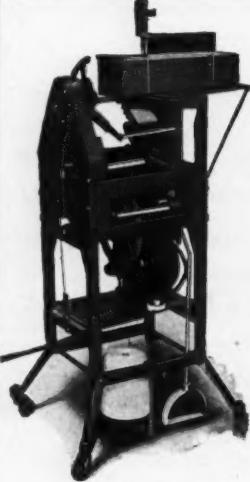
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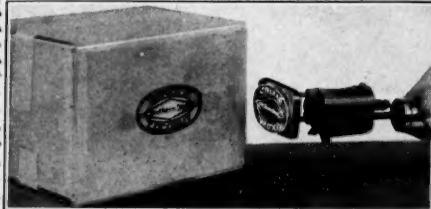
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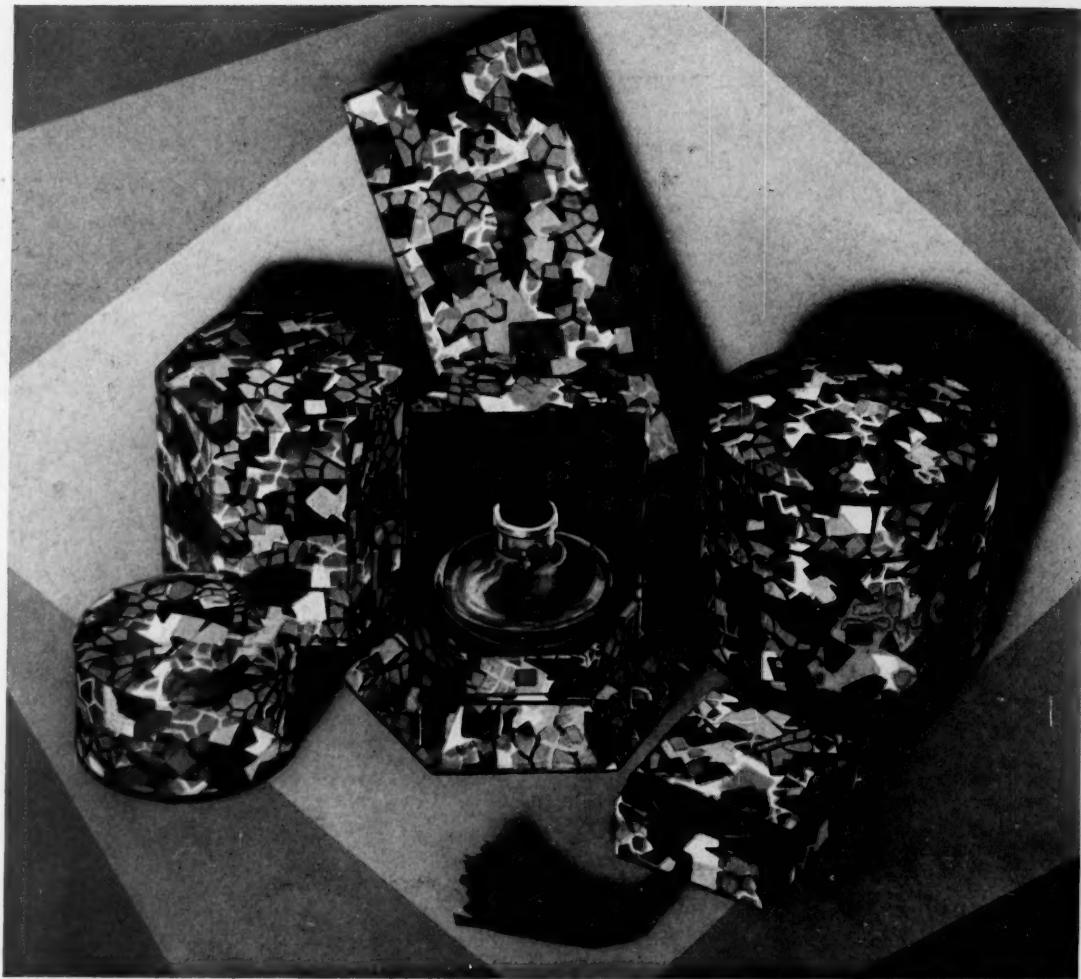
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